JUN 1 3 2007

Attorney Docket No.: 949797-100029

### THE UNITED STATES PATENT AND TRADEMARK OFFICE

| In re Application of:                  | Confirmation No.: 7039   |
|--|--------------------------|
| Inventor: Goldsmith, Edward M., et al. | Group Art Unit: 3711     |
| Serial No.: 10/759,525                 | Examiner: Mark S. Graham |
| Filed: January 16, 2004                | )<br>)                   |
| For: Hockey Stick                      | )<br>)                   |

Mail Stop Appeal Brief - Patents

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

#### TRANSMITTAL OF APPEAL BRIEF

Transmitted herewith is the **Appeal Brief** for the above referenced application, with respect to the Notice of Appeal filed on November 13, 2006.

| i ne ii | tems checked below are appropriate:  |
|---------|--|
|         | "Small Entity Status" of this application under 37 CFR 1.9 and 1.27 has been |
|         | claimed.   |
|         |  |

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| LAI-2876339v1          |                                   |

Attorney Docket No.: 949797-100029

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Respectfully submitted,

Dated: June 13, 2007

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555 South Flower Street, 50th Floor Los Angeles, California 90071

213-489-3939

By:



Attorney Docket No.: 949797-100029-US

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| In re the Application of:              | ) Confirmation No.: 7039   |
|--|----------------------------|
| Inventor(s): Goldsmith, Edward M., and | ) Group Art Unit: 3711     |
| DeLap, Christopher K.                  | ) Examiner: Mark S. Graham |
| <b>Serial No.:</b> 10/759,525          | )                          |
| Filed: January 16, 2004                | )<br>)                     |
| For: Hockey Stick                      | )<br>)                     |
| Customer No.: 34026                    |                            |

#### **APPEAL BRIEF**

Mail Stop Appeal Brief - Patents

Commissioner for Patents P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

This brief is an appeal from the Final Office Action mailed May 9, 2006, finally rejecting claims 30-37, 40, 42-49, and 108-110. A Notice of Appeal was filed by U.S. Mail and is dated received by the Patent Office on November 13, 2006, the time for filing this Appeal Brief thereby being set for January 13, 2007. Accordingly, a petition for a five month extension of time

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| EV 951289966 US   | Yolanda G. Ybuan  |
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| June 13, 2007   | Yolanda St. Ylenan  |

Signature of Person Mailing Paper

Date of Deposit LAI-2875344v1 accompanies this Appeal Brief. It is submitted that the application and claims are properly formed and the issues distilled and ripe for appeal.

#### I. REAL PARTY IN INTEREST

The real party in interest is Easton-Bell Sports, Inc., the assignee of the present application as set forth in the assignment recorded at Reel 017746, Frame 0609, dated June 9, 2006. Easton-Bell Sports, Inc. is a wholly owned subsidiary of RBG Holdings Corp., which is owned by EB Sports Corp., which is owned by parent company Easton-Bell Sports, LLC.

#### II. RELATED APPEALS AND INTERFERENCES

With respect to other appeals that will directly affect, or be directly affected by, or have a bearing on the Board's decision in this appeal, the appeal of Application Serial No. 10/439,652 (filed May 15, 2003) is identified. This appeal was filed on June 13, 2007.

#### III. STATUS OF CLAIMS

Pending Claims & Claims on Appeal:

Claims 30-37, 40, 42-49, and 108-110 are currently pending in the present application, with claim 30 being the sole independent claim. Each of the claims stand rejected under 35 U.S.C. § 103(a). There are no other grounds of rejection. Claims 30-37, 40, 42-49, and 108-110 are on appeal.

#### Cancelled & Withdrawn Claims:

Claims 1-29, 38-39, and 50-107 were cancelled in Preliminary Amendment dated January 16, 2004. Claim 41, due to typographical error, never existed.

#### IV. STATUS OF AMENDMENTS

No amendments have been filed subsequent to the Final Office Action mailed on May 9, 2006.

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#### V. SUMMARY OF CLAIMED SUBJECT MATTER

Independent claim 30, as amended during prosecution, is directed to a hybrid hockey stick blade comprising a composite paddle portion having a recessed heel permanently coupled to a wooden hosel portion being adapted to being removably coupled to a hockey stick shaft. (See e.g., Figs. 14A-G; Figs. 17A-D; Appl. page 16, line 6 to page 25, line 16; and Appl. page 22, line 20 to page 26, line 11.) The first end section of the hosel portion includes a slot wherein the recessed surfaces of the heel section of the composite paddle are received and permanently coupled. (Id.; see also Figs. 17B, 17C and 17D; Appl. page 22, line 20 to page 24, line 18; Figs. 1, 2, 5 and 6.) The second end section of the hosel portion being adapted to being received within a tubular portion of a hockey stick shaft. (Id.; see also Figs. 17A-D, Appl. page 24, line 19 to page 26, line 11; Figs. 10-13.)

#### VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

Claims 30-37, 40, 42-49, and 108-110 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Christian (USPNo. 6,039,661) in view of Tiitola (USPNo. 5,407,195).

#### VII. ARGUMENT

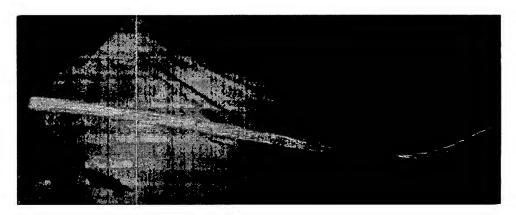
#### A. Introduction

The invention here is generally directed to hockey sticks and in particular to hybrid hockey stick blades having a unique configuration and construction. To place the invention in the proper context so that it may be fully appreciated, a short discussion of the prior art, specifically the two cited references, and the previously submitted "Declaration of Edward M. Goldsmith Pursuant to 37 C.F.R. § 1.132" (attached hereto as Evidence Appendix Exhibit A), as they relate to the development of the hockey stick art is believed in order.

## 1. Early Hockey Sticks Were Unitary Structures Carved From a Single Piece of Wood

As explained in the Background Section of the subject application, hockey sticks are generally comprised of a blade portion and an elongated shaft portion which allows the player to manipulate or communicate with the blade during play. Because the blade is the part of the hockey stick that endures the greatest punishment during the rigors of play, early hockey sticks manufactured through the first decades of the 1900s were carved from a *single piece* of wood. (See e.g., Goldsmith Declaration ¶ 14.) The idea being that a unitary hockey stick, wherein the blade and the shaft were seamless unitary extensions of one another, could endure greater stress than hockey sticks formed of one or more separately made and joined components. (Id.) The hockey stick illustrated below is representative of such a single piece construction. (Id.)

Early Carved Single Piece Hockey Stick



In later versions, wood hockey sticks were constructed with the blade and shaft being formed from different pieces of wood and permanently connected together. This construction, while reducing waste, further weakened the area between the blade and shaft. (<u>Id.</u> at ¶¶ 16-22.)

2. The Replaceable Blade Hockey Stick Configuration and USPNo. 5,303,916 issued on April 19, 1994 to Aubrey Rodgers

As further described in the Background Section of the subject application, hockey sticks constructed of wood, although providing a "feel" that many hockey players prefer, or perhaps over the years have become accustomed to, nevertheless continued to have many shortcomings.

First and foremost, wood hockey sticks lacked durability often due to fractures in the blade, which frequently occurred at the joint between the blade and the shaft. (Goldsmith Declaration ¶22.) Thus, frequent replacement was required. (Id.) This is not surprising given the substantial and sudden impacts received by the blade during the normal course of play (e.g., swinging the blade at high speed at hard vulcanized rubber pucks, slapping the blade on the ice, smashing the blade into (or between) the rink boards goal bars, skates, etc.). (Id.) Furthermore, due to the variables inherent in wood construction and manufacturing techniques, wood sticks were often difficult to manufacture to consistent tolerances (e.g., the curve and flex of the blade often varied even with the same model and brand of stick). (Id.) Thus, when the stick was no longer in usable condition, the player was left without a seamless and comfortable replacement. (Id.) Moreover, because the blade and the shaft were permanently attached to one another, the durability of wood hockey sticks was dependent on the durability of each component. (Id.) As such, it was not uncommon for an unusable wood hockey stick to be scrapped with a shaft that was in good condition. Consequently, significant waste of natural resources occurred in that, of the two components, the shaft component comprises the vast majority of the wood that is employed in making the stick.

As explained in U.S. Patent No. 5,303,916 issued on April 19, 1994, in the name of Aubrey Rodgers (previously cited, attached hereto as Evidence Appendix Exhibit B), in an attempt to improve upon the durability of traditional wooden hockey stick constructions, contemporary hockey

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stick design -- with the advent of tubular non-wooden hockey stick shafts -- increasingly veered away from the traditional permanently attached blade towards a replaceable blade configuration so that a damaged blade could be readily removed from the shaft and replaced with a new blade, to wit:

Hockey Sticks have traditionally been a one-piece wooden structure. During a typical hockey game, a hockey stick can impact the ice hundreds of times at force levels that often result in fracture or breakage of the stick. Breakage of hockey stick occurs most frequently at the blade portion or at the lower part of the shaft that extends from the blade portion. It is thus fairly common for many hockey players to replace a broken stick at least once during each hockey game.

In an attempt to improve the durability of a hockey stick without sacrificing the characteristics of weight, feel, and flexibility that are desirable in a hockey stick, materials other than wood have been resorted to in constructing hockey sticks. Thus although a wooden hockey stick has set the standard for weight, feel and propulsion of a puck, a new generation of sticks have been formed of plastic and aluminum, as well as laminates of fibrous, plastic and resinous materials. Generally plastic and aluminum provide good strength characteristics for a hockey stick, but the weight, wear and feel of these materials do not command universal acceptance by hockey players.

Since most hockey players prefer a wooden hockey blade, much attention has been directed to the development of a durable, non-wooden hockey stick shaft that can be used with a wooden blade but is less likely to break than a wooden shaft. One result of such development effort is a hollow aluminum or fibrous hockey stick shaft capable of receiving a replaceable blade that can be formed of wood or plastic.

For example, U.S. Pat. No. 4,086,115 to Sweet et al. shows a hollow hockey stick shaft made from graphite fiber and resin. The hockey stick includes a wooden blade with a tongue that engages one end of the hollow shaft and is bonded therein with a polyester resin mixture. It has been found that hollow shafts formed of graphite fiber and resin as disclosed in this patent are more durable than wooden shafts but are still prone to fracture under the usual forces that a stick is subject to in a hockey game.

('916 Patent at Col. 1, lines 14-54).

As indicated in the '916 patent, initially the tubular shafts were formed of aluminum and fibrous plastics. (Goldsmith Declaration ¶ 24.) However, since most hockey players preferred a wooden hockey blade, the blades in these replaceable blade configurations continued to be made of wood. (Id.) In order to retain a uniform hitting surface of the blade while providing a means to connect the blade to the shaft, the blades were configured to include an upward extension from the heel -- often referred to as a "tennon," "shank," or "hosel" -- that was dimensioned at its upper region to be received within the lower end of the tubular shaft so as to generally form a four-plane lap joint.

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(Id. at ¶¶ 25-26.) In this manner, the entire blade could be uniformly constructed even at the heel region. (Id.) This two-piece configuration with an upward hosel extension from the blade improved durability of the hockey stick in three aspects. First the shaft was protected from the high impact region at the heel of the blade. Second, the shaft, being made of fiber reinforced resin or aluminum, was more durable than the previously employed wooden shafts. Third, because the configuration facilitated reuse of the shaft with new blades, the waste previously incurred when the blade was fractured was significantly reduced. Notably however, these improvements did not overcome the lack of durability and uniformity of the wooden blade. (Id. at ¶ 27.) Notwithstanding the many advantages of synthetic replacement blades, there continued to be a significant number of players that preferred the traditional wooden hockey stick even though more durable synthetic replaceable blades became increasingly available. (Id. at ¶ 31.)

#### 3. Composite Blades and USPNo. 5,507,195 to Tiitola et al.

As described in U.S. Patent No 5,407,195 issued on April 18, 1995 to Antti-Jussi Tiitola et al. (attached hereto as Evidence Appendix Exhibit C), there was a perception by those of skill in the art that the continued preference for traditional wooden hockey sticks was due to the failure of synthetic blades to provide physical attributes (e.g., stiffness, flex, weight, etc.) comparable to wooden blades while providing improved durability:

A blade for a hockey stick must be extremely strong in order for it to indure [sic] the tremendous forces developed between it and a puck. On the other hand, the blade must have a certain amount of flexibility so that the player has an acceptable level of "feel" while handling a puck or executing a shot. The optimum design of a blade furthermore includes a primary concave contact face which places a

further limit on its construction; the blade also usually has a

concave face, i.e. in order to keep the weight of the blade low.

corresponding convex contact face which is more or less parallel to the

Many types of hockey sticks are presently known.

Traditional blades for ice hockey sticks are made of one or more pieces (e.g. layers) of wood. A shortcoming of wooden blades is that they are generally not strong enough and thus do not hold up well under the usual conditions encountered when playing hockey.

Moreover, labour and material costs for the manufacture of wooden blades are relatively high.

A wooden blade may also be reinforced with fiber (e.g. glass) fabric which is impregnated and bonded to the wooden surface with a synthetic resin. These types of reinforced wooden blades have given good results including good playing performance, this performance is mainly the result of the combination of low weight and high stiffness.

Blades made entirely out of synthetic materials are also known; these include composite blades comprising a fiber (e.g. glass) laminated core (see for example U.S. Pat. Nos. 4,059,269, 4,488,721, 4,591,155, 4,600,192, Finish Pat. No. 65018, etc.) However, difficulties are still encountered in providing a (synthetic) composite blade for a hockey stick that can withstand the substantial impacts to which it is subjected during use yet provide a "feel" comparable to that of traditional wooden sticks when handling the puck and executing a

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shot. Plastic blades may, for example, have good strength characteristics but may have (high) weight, (low) wear and/or feel (i.e. low stiffness) characteristics which may be unacceptable to some players. It is possible, for example, to obtain a light weight blade having good stiffness by using a core of polyurethane foam, but, such a core may have a limited shear strength which may lead to internal fracture of the blade during use.

Accordingly, it would advantageous to have an alternative composite blade construction for a hockey stick or the like which may be strong, durable, light weight and of acceptable stiffness.

('195 patent at Col. 1, lines 19-68). In an attempt to overcome this perceived shortcoming, Tiitola et al. disclosed a hockey stick blade construct in which the blade comprised a first face member and a second opposed face member. The first and second face members being spaced apart and formed of fiber reinforced plastic materials. Sandwiched between the first and second face members is a core cavity member comprising one or more bridge members of fiber reinforced plastics material. The first face member, the second face member and the bridge members are integral, and one or more of the bridge members comprises a fiber reinforcing component oriented transversely with respect to the first and second face members.

Although such composite hockey stick structures had many objective benefits, as set forth in the background section of the subject application, *many players continued to prefer the feel of wooden hockey sticks*. (Goldsmith Declaration ¶ 33.) The inventors in the pending application realized that the preference for wooden hockey stick was perhaps less a derivative of the fact that the hockey sticks themselves were made of wood, but rather a derivative of the manner by which

traditional wood hockey sticks were constructed. (<u>Id.</u> at ¶ 34.) In other words, while the industry perceived the preference for wooden hockey sticks as one of materials, the inventors --contrary to industry perceptions -- perceived the preference as being not only the materials but also the manner by which the blade and shaft in traditional wood hockey stick constructions were mated or joined. (<u>Id.</u>)

The result of the inventors' insight is a hybrid hockey stick blade of unique configuration and construction that is adapted to being joined to a hockey stick shaft in a manner that provides the characteristics that allow a hockey player a comfortable "feel," while providing the player with the desired performance and durability. (Id. at ¶ 35.)

- B. The Combination of Christian et al. (USPNo. 6,039,661) and Tiitola et al. (USPNo. 5,047,195) Do Not Render Obvious The Claims At Issue
  - 1. Independent Claim 30 And The Examiner's Rejection

Independent Claim 30, the only independent claim presented on appeal and amended during prosecution, is as follows:

Claim 30 (Currently amended): A hybrid hockey stick blade adapted to being removably coupled to a hockey stick shaft comprising:

a composite paddle portion comprising:

- i. an elongate member extending from a tip section to a heel section and having a front face and a back face;
- ii. the heel section comprising front-side and back-side facing surfaces that are recessed relative to adjacent portions of the front and back faces;
- iii. the elongate member further comprising an inner foam core and one or more plies disposed within a hardened resin matrix material overlaying the inner

foam core, wherein the one or more plies comprise fibers aligned in one or more defined directions; and

a wooden hosel portion comprising:

- i. an adapter member constituted at least in part of wood and extending longitudinally from a first end section to a second end section;
- ii. the first end section includes a slot wherein the recessed surfaces of the heel section are received and permanently coupled thereto; and
- iii. the second end section being adapted for receipt within a tubular portion of a hockey stick shaft,

wherein a portion of said fibers being interposed between one or more of the recessed heel section surfaces and an overlying inner surface defining the slot in the first end-section of the hosel portion.

Thus, as amended, independent claim 30 is directed to a hybrid hockey stick comprising a composite paddle portion having a recessed heel permanently coupled to a wooden hosel, which in turn is adapted for receipt by a tubular hockey stick shaft.

In rejecting Claim 30, the Office Action mailed May 9, 2006 misinterprets the disclosure and teachings of the cited prior art references. Specifically, the rejection of claim 30 (after the amendments of March 14, 2006) is conclusory, devoid of any discussion of the present claim limitations, and erroneously assumes those claim limitations exist in the prior art, which they do not. The rejection set forth in the Office Action of May 1, 2006, is as follows:

"Concerning the amendments to claim 30, when a fiber composite blade such as Tiitola's is joined at the hosel in the manner disclosed by Christian, the fibers of the blade necessarily have to be between the recessed heel section and the slot."

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"In response to applicant's arguments and the submitted declaration, it is the examiner's opinion that Christian discloses the claimed device with the exception of the type of blade used. However, numerous blade constructs are known in the art including that of Tiitola which meets the limitations of the blade claimed by applicant. Moreover, Tiitola provides a specific teaching that blades such as his are intended to improve upon blades such as Christian's. (See again Col. 1 of Tiitola). Thus, the ordinarily skilled artisan has been presented with the blade fastening being claimed (Christian), the type of blade being claimed (Tiitola) and a specific teaching in the references themselves to improve the blade of the Christian type with one of the Tiitola construction. As such the ordinarily skilled artisan would have had a strong motivation to combine the references which results in arrival of the applicant's claimed invention. Under 35 U.S.C. 103 therefore the Examiner cannot find the claimed blade to be patentable."

As indicated, the above rejection wholly fails to address several pertinent claim limitations, e.g., (i) a composite blade with a recessed heel, (ii) fibers interposed between the recessed heel and the wooden hosel, and (iii) a wooden hosel permanently coupled to a composite paddle portion and adapted for receipt within a tubular hockey stick shaft. These are not taught or suggested by the cited references. The rejection does not explicitly address these key differences between claim 30 as written and the prior art. Moreover, neither cited reference teaches or even suggests combining any aspect of the wood blade construct of Christian et al. (attached hereto as Evidence Appendix Exhibit D) with any aspect of the synthetic blade construct disclosed in Tiitola et al., let alone to combine those features in the manner claimed. Plainly, none of the identified claim limitations appear in the prior art.

On these points, the Supreme Court in KSR Int'l Co. v. Teleflex recently stated:

Often, it will be necessary for a court to look to interrelated teachings of multiple patents; the effects of demands known to the design community or present in the marketplace; and the background knowledge possessed by a person having ordinary skill in the art, all in order to determine whether there was an *apparent reason* to combine the *known elements* in the fashion claimed by the patent at issue. *To facilitate review, this* 

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analysis should be made explicit. See In re Kahn, 441 F.3d 977, 988 (CA Fed. 2006) ("Rejections on obviousness grounds cannot be sustained by mere conclusory statements; instead, there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness.)

\* \* \*

Although common sense directs one to look with care at a patent application that claims as innovation the combination of two known devices according to their established functions, it can be important to identify a reason that would have prompted a person of ordinary skill in the relevant field to combine the elements in the way the claimed new invention does. This is so because inventions in most, if not all, instances rely upon building blocks long since uncovered, and claimed discoveries almost of necessity will be combinations of what, in some sense, is already known. (Emphasis added.)

KSR Int'l Co. v. Teleflex, 127 S. Ct. 1727, \*1740-41, 167 L. Ed. 2d 705, \*\*722 (April 30, 2007). Further, not only do the claimed limitations not exist in the prior art relied upon in the rejection, the rejection's discussion of the "known elements" refers only to "the blade" of each reference, and not—as required by KSR—to any elements of those blades. In other words, the rejection simply fails to identify the "known elements" of the prior art, no doubt because the blades of Tiitola et al. and Christian et al. do not contain the claimed features.

The rejection is further in violation of the policy of the Patent Office, as explained in the Memorandum from Margaret A. Focarino, Deputy Commissioner for Patent Operations, dated May 3, 2007 (attached hereto as Evidence Appendix Exhibit E), which states that the Patent Office policy *remains* one of identifying the "reason" why the "prior art elements" would have been combined.

"Therefore in formulating a rejection under 35 U.S.C. § 103(a) based upon a combination of prior art elements, it remains necessary to identify the reason why a person of ordinary skill in the art would have combined the prior art elements in the manner claimed," citing KSR. (Bold emphasis in original of Memorandum; italics emphasis added)

Plainly, the rejection does not provide an identification of the element or elements in the prior art or an "explicit analysis" of the cited art because the relevant claim limitations simply do not exist in the

prior art, e.g., a composite blade with a recessed heel, fibers interposed between a recessed heel surface and a wood hosel, and a wooden hosel permanently coupled to a composite paddle portion and for receipt with a tubular hockey stick shaft.

2. Neither Christian nor Tiitola teaches, suggests or provides motivation to combine any aspect of the wood replacement blade in Christian with any aspect of the synthetic blade construct in Tiitola, let alone to combine features in the manner claimed

While Tiitola et al. discloses a *composite blade* construction, it fails to disclose, suggest or otherwise teach a recessed heel section that is permanently mated within a slot of a wooden hosel. Quite the contrary, the blade constructs disclosed in Tiitola et al. have absolutely *no recess at the heel*, let alone one that is configured to be received in a mating portion of a hosel that is adapted for receipt within a tubular portion of a hockey stick shaft. Thus, the rejection imports into the Tiitola et al. reference a feature which does not exist, and for which there is no teaching or suggestion – a recessed heel portion.

Christian et al., on the other hand, discloses an *all wood hockey replacement blade* having an exterior overlay of fiberglass including a pair of "reinforcement strips," (Col. 3, lines 1-50), but fails to disclose, suggest, or otherwise teach that any wooden portion of the blade be formed of foam. The replacement blade of Christian et al. is simply a wood blade *wrapped* with fiberglass and dipped in varnish. The primary strength of the blade disclosed in Christian et al. is derived from the wood construction, which may or may not be further protected by a fiberglass overlay. See Christian et al. at Col. 6, lines 57-67. In contrast to wood, a foam core such as that identified in the rejection and attributable to Tiitola et al. has very little strength. Rather, a foam core is employed in synthetic blade construction during the curing process -- one neither taught nor even suggested by Christian et al. -- to provide the necessary internal pressure to mold the fiber plies within the resin. Indeed, one

of ordinary skill in the art would not replace the wood components of the replacement blade of Christian et al. with foam (even with a protective fiberglass woven sleeve), because to do so would undermine the integrity of the blade structure disclosed in Christian et al.

Hence, there is simply no teaching in either Christian et al. or Tiitola et al. of the *hybrid* hockey stick with a composite blade, wooden hosel and tubular shaft, as claimed. Neither reference teaches or even suggests combining any aspect of the wood blade construct disclosed in Christian et al. with any aspect of the synthetic blade construct disclosed in Tiitola et al., let alone to combine features of those references in the manner claimed. Indeed, as set forth in Goldsmith Declaration, discussed *infra*, there is absolutely no motivation to employ a tongue and groove joint construction at a heel region of a synthetic replacement hockey stick blade because such a joint would be contrary to durability that was sought from such blades. Moreover, such a blade construct would introduce a lack of uniformity in the primary hitting surfaces, *i.e.*, composite and wood.

Additionally, the amendments to claim 30 further require that the fibers be *interposed* between a surface of the recessed heel section of the elongate member and an overlying inner surface defining the slot in the first end-section of the hosel portion. Neither reference discloses or even suggests this limitation. Notably, Tiitola et al. neither discloses a slot nor a recessed heel region as claimed, and Christian et al. does not disclose fibers except in the context of an optional fiberglass protective wrap over the exterior surface of the entire wood blade. See Christian et al. at Col. 6, lines 57-67. With regard to dependent claims 31-35, none of the additional fiber limitations is identified in the referenced prior art.

In addition, it is noted that the additional limitations set forth in dependent claims 43 and 45 are not disclosed in either Tiitola et al. or Christian et al. Neither reference teaches or suggests an internal bridge structure comprising *non-continuous fibers*, nor internal bridge structures extending

between the recessed front-side and back side facing surfaces of the heel section. All of the bridge structures in Tiitola et al. are made of layers of continuous fibers capable of being oriented at the desired transverse angle. Furthermore, since Tiitola et al. does not disclose or even suggest the employment of any recessed portion at the heel whatsoever, it cannot suggest that bridge structures be employed in that region as defined in claim 45. Accordingly, claims 43 and 45 are not obvious

With regard to dependent claims 109 and 110, Christian et al. does not disclose the use of a composite blade with a wooden laminate hosel.

Finally, it is respectfully submitted that any conclusion that the pending claims are obvious over the two cited references amounts to nothing more than *impermissible hindsight* that fails to comprehend the context of the present *hybrid* hockey stick invention. Accordingly, it is respectfully submitted that pending claims 30-37, 40, 42-49, and 108-110 patentably distinguish over the prior art.

# C. Applicant's Evidence Regarding Commercial Success (the Goldsmith Declaration) Establishes That The Combination is Non-Obvious

In support of the patentability of the claims, the previously submitted "Declaration of Edward M. Goldsmith Pursuant to 37 C.F.R. § 1.132" further evidences the non-obviousness of the claimed invention. Specifically, the Goldsmith Declaration serves the dual purpose of placing the claimed invention in the proper context vis-a-vis the prior art while also setting forth the commercial success of applicant's products embodying the invention. The Goldsmith Declaration with exhibits is incorporated herein by reference and attached to the Evidence Appendix and filed herewith.

In response to the Goldsmith Declaration, the Office Action of May 9, 2006 states, in conclusorily fashion and without any further discussions, that there exists

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over the cited references for these additional reasons.

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"no nexus between the commercial success alleged and the particularly claimed features of the hockey stick blade has been shown."

A close examination of the Goldsmith Declaration plainly shows otherwise.

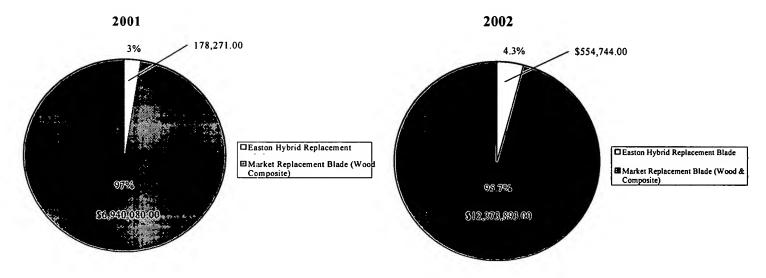
- 34. I came to the realization that the preference for wooden hockey sticks was perhaps not only a derivative of the fact that the industry had failed to sufficiently "imitate" the "feel" of wood using synthetic materials construction materials, but that the preference may also be derivative of the manner by which the shaft and the blade of traditional wood hockey sticks were joined. In other words, while the industry perceived the preference for traditional wooden hockey sticks as primarily one of materials, I contrary to industry perceptions perceived the preference not only in terms of materials but also in terms of the manner by which the shaft and blade of traditional wood hockey sticks were mated or joined in such traditional hockey sticks.
- 35. The result of this realization is embodied in the hybrid hockey stick blade constructions and configurations disclosed in the subject patent application, which was first filed on September 15, 2000.
- 36. Prior to 2001 there were generally three categories of replacement hockey stick blades -- wood, plastic, and composite. See Exhibit H discussed below. The three categories, as previously noted, are descriptive of the primary construction materials of the hosel and paddle. Hence for example the hosel and paddle of a "wood" replacement blade are each substantially constructed of wood or wood laminate and are often overlaid with fiberglass to improve durability. The hosel and paddle portions of a "plastic" blade are typically formed as a unitary injection molded structure made of PVC or like material. The hosel and paddle portions of a "composite" blade are typically formed of fibers (e.g., carbon, aramid, graphite, etc.) disposed within a hardened resin matrix material or resin overlaying a core structure such as foam or ABS plastic.
- 37. In about March 2001, Easton first sold its "Hybrid Replacement Blade" product. Easton continues to sell its Hybrid Replacement Blade products to this day.
- 38. Exhibits D-G are color copies of selected pages from Easton's 2001 through 2004 hockey catalogs depicting the various replacement hockey stick blades that were sold by Easton during those years. For each catalog the selected pages include (1) the front and back cover pages, (2) the pages of the catalog that illustrate Easton's replacement blades being sold that year, and (3) a page that includes a table of each replacement blade model and series thereof
- 39. As described in the catalog pages (Exhibits D-G), Easton's Hybrid Replacement Blades are adapted to being removably coupled to a hockey stick shaft. Each Hybrid Replacement Blade comprises a composite paddle portion and a hosel portion constructed of wood. The composite paddle is generally comprised of a foam core overlaid with multiple plies of fibers disposed within a hardened resin matrix. The heel region of the composite paddle is recessed. One end of the hosel portion includes a slot the other is adapted to being received within a tubular portion of a hockey stick shaft. The recessed region of the composite paddle is received within the slot and permanently connected thereto.

48. A consolidated summary of the three sub-categories of wood versus composite replacement blade sales set forth on page 6 of the Market Report is presented by year in Table 2 below.

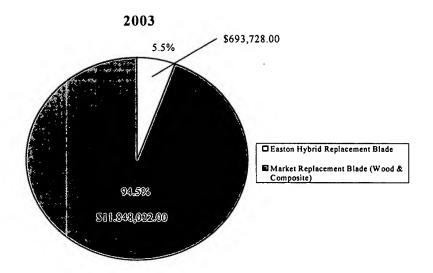
Table 2: Market Summary of Sales of Wood and Composite Replacement Blades

| Year | Total Sales of Wood<br>Replacement Blades | Total Sales of Composite Replacement Blade | Total Sales of Composite and Wood Replacement Blades |
|------|---|--|--|
| 1999 | \$11,372,425                              | \$1,811,311                                | \$13,183,735   |
| 2000 | \$10,752,132                              | \$2,710,093                                | \$13,462,225   |
| 2001 | \$5,761,073                               | \$1,179,007                                | \$6,940,080  |
| 2002 | \$8,138,306                               | \$4,235,587                                | \$12,373,893   |
| 2003 | \$5,060,398                               | \$6,787,624                                | 11,848,022   |

- 49. Notably, the industry-wide composite replacement blade sales figures during the time-span in which Easton's Hybrid Replacement Blade products were on the market were generally trending upwards while at the same time-span the industry-wide wood replacement blade sales figures were generally trending downwards.
- 50. The graphical comparison set forth below of Easton's Hybrid Replacement Blade sales vis-a-vis the entire replacement hockey stick blade sales market set forth in the Market Report over the same time-frame is representative measure of the tremendous commercial success of Easton's Hybrid Replacement Blades.



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52. Hence, whether Easton's Hybrid Replacement blades are compared with replacement hockey stick market as a whole or vis-à-vis the wood replacement blade market only, which has lost market share over the three years in which Easton's Hybrid Replacement Blades have been on the market, it is clear that Easton's Hybrid Replacement Blades are gaining significant market share in what can only be characterized as highly competitive market.

Accordingly, the direct evidence of applicant's increasing sales of its hybrid hockey stick, *i.e.*, commercial success, in an otherwise level or declining market for directly competing replacement blades, establishes the necessary nexus that the commercial success was predominantly due to the claimed invention. With regard to the objective indicia criterion of "long felt need," both the previously discussed prior art patents ('916 patent to Rodgers and '195 patent to Tiitola et al.) reference the need to retain the industry preference for maintaining the "feel" of traditional wooden sticks while utilizing replacement blades and composite materials.

As the Federal Court has indicated, "evidence of [objective indicia] may often be the most probative and cogent evidence in the record ... objective indicia may often establish that an invention appearing to have been obvious in light of the prior art was not." *Stratoflex, Inc. v. Aeroquip Corp.*, 713 F.2d 1530, 1538-39 (Fed. Cir. 1983); *see Demaco Corp. v. F. Von Langsdorff* 

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Licensing Ltd., 851 F.2d 1387, 1391 (Fed. Cir. 1988); Alco Standard Corp. v. Tennessee Valley Auth., 808 F.2d 1490, 1500-01 (Fed. Cir. 1986) (affirming trial court finding of nonobviousness based predominantly on evidence of commercial success); Lindemann Maschinenfabrik GMBH Am. Hoist & Derrick Co., 730 F.2d 1452, 1461 (Fed. Cir. 1984) (reversing trial court for failure to consider commercial success even though all other factors indicated invention was obvious). Moreover, when the claimed invention is "simply a variation on known themes" -- as the rejection dated May 1, 2006 claims -- "use of objective indicia is most relevant and persuasive." Cont'l Can Co. v. Monsanto Co., 948 F.2d 1264, 1273 (Fed. Cir. 1991) ("when differences that may appear technologically minor nonetheless have a practical impact, particularly in a crowded field, the decision-maker must consider . . . objective indicia . . . in understanding the state of the art at the time the invention was made"). Notably, in the context of an ex parte prosecution, the Federal Circuit has instructed the Patent Office "that it must [also] consider objective evidence of nonobviousness – e.g. commercial success." In re Huang, 100 F.3d 135, 139 (Fed. Cir. 1996) (citing to In re Sernaker, 702 F.2d 989 (Fed. Cir. 1983)). Thus, the direct evidence of commercial success that is wholly or predominantly attributable to the claimed invention indicates that the invention is not obvious of the prior art.

Respectfully submitted,

DNES I

Dated: June 13, 2007

Lawrence R. LaPorte Reg. No. 38,948

555 South Flower Street, 50<sup>th</sup> Floor Los Angeles, California 90071 213-489-3939 By:

#### VIII. CLAIMS APPENDIX

Claim 30. A hybrid hockey stick blade adapted to being removably coupled to a hockey stick shaft comprising:

a composite paddle portion comprising:

- i. an elongate member extending from a tip section to a heel section and having a front face and a back face:
- ii. the heel section comprising front-side and back-side facing surfaces that are recessed relative to adjacent portions of the front and back faces;
- iii. the elongate member further comprising an inner foam core and one or more plies disposed within a hardened resin matrix material overlaying the inner foam core, wherein the one or more plies comprise fibers aligned in one or more defined directions; and a wooden hosel portion comprising:
  - i. an adapter member constituted at least in part of wood and extending longitudinally from a first end section to a second end section;
  - ii. the first end section includes a slot wherein the recessed surfaces of the heel section are received and permanently coupled thereto; and
  - iii. the second end section being adapted for receipt within a tubular portion of a hockey stick shaft,

wherein a portion of said fibers being interposed between one or more of the recessed heel section surfaces and an overlying inner surface defining the slot in the first end-section of the hosel portion.

Claim 31. The blade of claim 30, wherein at least part of one of the fibers is selected from the group consisting of carbon fiber, aramid, glass, polyethylene, ceramic, boron, quartz, and

polyester.

Claim 32. The blade of claim 30, wherein at least part of one of the fibers is selected from

the group consisting of carbon fiber, aramid, glass, polyethylene, and ceramic.

Claim 33. The blade of claim 30, wherein at least part of one of the fibers is selected from

the group consisting of carbon fiber, aramid, and glass.

Claim 34. The blade of claim 30, wherein at least part of one of the fibers is selected from

the group consisting of carbon fiber and aramid.

Claim 35. The blade of claim 30, wherein at least part of one of the fibers comprises carbon

fiber.

Claim 36. The blade of claim 30, wherein the recessed front-side and back-side facing

surfaces of the heel section are configured to be partially received within the slot of the first end

section.

Claim 37. The blade of claim 30, wherein the recessed front-side and back-side facing

surfaces of the heel section are configured to be entirely received within the slot of the first end

section.

Claim 40. The blade of claim 30 further comprising one or more internal bridge structures

disposed within the foam core and extending between the front and back faces.

Claim 42. The blade of claim 40, wherein at least one of the one or more internal bridge structures comprises one or more plies of substantially continuous fibers disposed within a matrix material.

Claim 43. The blade of claim 40, wherein at least one of the one or more internal bridge structure comprises non-continuous fibers disposed within a matrix material.

Claim 44. The blade of claim 30 further comprising one or more internal bridge structures disposed within the foam core and extending between the recessed front-side and back-side facing surfaces of the heel section.

Claim 45. The blade of claim 30 further comprising one or more internal bridge structures disposed within the foam core and extending between the front and back faces of the blade and between the recessed front-side and back-side facing surfaces of the heel section.

Claim 46. The blade of claim 30, wherein the foam core further comprises a top edge and a bottom edge extending between the front face and back face of the blade, wherein at least part of the outer perimeter of the bottom edge or the top edge of the foam is overlaid with a durable edging material.

Claim 47. The blade of claim 46, wherein at least part of the outer perimeter of both the top edge and bottom edge of the foam is overlaid with the durable edging material.

Claim 48. The blade of claim 46, wherein the durable edging material is selected from the group of materials consisting of thermoplastic resins, thermosetting resins, one or more groups of

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substantially aligned fibers disposed within either thermoplastic or thermosetting resins, and noncontinuous fibers disposed within either thermoplastic or thermosetting resins.

Claim 49. The blade of claim 30, wherein the foam core comprises at least one material selected from the group consisting of polyurethane, PVC, and epoxy.

Claim 108. The blade of claim 30, wherein the foam core is comprised of one or more discrete elements.

Claim 109. The blade of claim 30, wherein the wooden hosel is comprised of wood laminate.

Claim 110. The blade of claim 30, wherein the wooden hosel is comprised of wood laminate overlaid with fiberglass.

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#### IX. EVIDENCE APPENDIX

1. Exhibit A is the "Declaration of Edward M. Goldsmith Pursuant To 37 C.F.R. §1.132" filed May 11, 2005.

- 2. Exhibit B is US Patent No. 5,303,916 issued on April 19, 1994 to Aubrey Rodgers.
- 3. Exhibit C is US Patent No. 5,407,195 issued on April 18, 1995 to Tiitola et al.
- 4. Exhibit D is US Patent No. 6,039,661 issued on August 6, 1997 to Christian et al.
- 5. Exhibit E is a Memorandum from Margaret A. Focarino, Deputy Commissioner for Patent Operations, dated May 3, 2007.



P. Decl. of Edward M. Goldsmith Attorney Docket: 949797-100029 US Express Mail No. EL 975109173 US

### THE UNITED STATES PATENT AND TRADEMARK OFFICE

| In re Continuation Application of:  | ) Group Art Unit: 3711       |
|---|------------------------------|
| Inventor: Goldsmith, Edward M., et al. Serial No.: 10/759,525 Filed: January 16, 2004 For: Hockey Stick | ) Examiner: Mark S. Graham ) |
| <b>Docket No.:</b> 949797-100029 US <b>Customer No.:</b> 34026  | )<br>)<br>)                  |

# DECLARATION OF EDWARD M. GOLDSMITH PURSUANT TO 37 C.F.R. §1.132

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

### I, EDWARD M. GOLDSMITH, declare as follows:

- I am a citizen of the United States of America, having been born on September
   1966 in the State of Georgia. I presently reside in Studio City, California.
- 2. I am one of two named inventors of U.S. patent application no. 10/759,525 filed on January 16, 2004 (the subject patent application), which is a continuation of U.S. patent application no. 09/663,598 filed on September 15, 2000, each application of which is assigned to Jas. D. Easton, Inc.

## CERTIFICATE OF MAILING (37 C.F.R. §1.10)

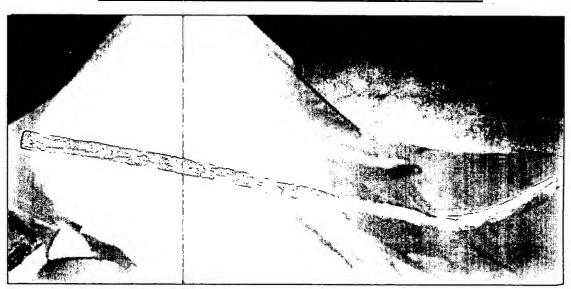
I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as 'Express Mail Post Office To Addressee' in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

| L 975109173 US               | Yolanda G. Ybuan Name of Person Mailing Paper  Ulanda L. Ylenan |  |
|------------------------------|---|--|
| May 11, 2005 Date of Deposit | Signature of Person Mailing Paper                               |  |

LAI-2158844v3

- 3. I have a B.A. degree in Economics from Emory University, which I received in May 1988, during which time I played hockey for Emory University.
- 4. After graduating from Emory University, I coached two semi-pro hockey teams in Europe from 1988 to 1992, while I continued to play hockey.
- 5. From 1992 to 1996, I was employed by two leading goalie hockey equipment manufacturers. My primary responsibilities during my employment included research and development of new and improved goalie equipment including goalie hockey sticks.
- 6. Since 1998, I have been and continue to be Vice President of the Hockey Division at Easton Sports, a wholly owned subsidiary of Jas. D. Easton, Inc., a California corporation (collectively referred to herein as "Easton").
- 7. My responsibilities as Vice President of Hockey include market analysis, research and development of new and improved hockey equipment including hockey sticks and blades, and marketing existing and new hockey equipment products.
- 8. Prior to becoming Vice President, from about December 1996 to about April 1998, I was employed as an engineer by Easton in the Hockey Division.
- 9. My primary responsibilities as an engineer at Easton included researching and developing new hockey equipment products including hockey sticks and hockey stick blades.
- 10. I have played hockey since I was a child in Georgia, during high school in Georgia and college at Emory University. Subsequently, I played hockey while coaching in Europe in Nantes, France and London, England, and I continue to play hockey to this day in El Segundo, California.

- 11. Easton is in the business of making and selling a variety of hockey equipment including hockey sticks and replacement hockey stick blades and has been in this business for over 25 years.
- 12. My experiences as hockey player, coach, engineer and Vice President of Easton's Hockey Division has made me intimately familiar with the hockey stick and replacement blade industry.
- 13. A hockey stick is generally comprised of a blade portion and an elongated shaft portion, which allows the user to manipulate or communicate with the blade during play or use.
- 14. Early hockey sticks were manufactured by carving a single piece of wood into the desired hockey stick shape. In these early hockey stick constructions, the blade and shaft were seamless unitary extensions of one another. The hockey stick illustrated below is representative of such a construction.



Early Hockey Stick Carved from a Single Piece of Wood

15. Although such unitary hockey stick constructions were thought to promote durability while providing a uniform construction, as described in U.S. Patent No. 1,601,116

"Hall"), the manufacture of such hockey sticks was recognized as producing considerable amounts of waste making them increasingly more expensive to manufacture.

The object of my invention is to devise a strong, durable and uniformly finished hockey stick that can be inexpensively manufactured and for the construction of which wood can be used that heretofore has been considered factory scrap.

\* \* \*

In the production of a hockey stick from a single piece of wood there is necessarily a considerable amount of waste in the shaping of the handle and blade, and the loss or waste of material in the manufacture is approximately equal to the amount in the manufactured product.

(Hall at p. 1:1-6,15-21).

- 16. In an attempt to reduce manufacturing costs resultant from the waste described in Hall, the hockey stick industry trended away from such early hockey stick constructions toward the two component constructions disclosed in Hall.
- 17. Specifically, Hall discloses an all-wood hockey stick in which the shaft and blade are formed as separate wood components and then permanently mated together at a tongue and groove joint with glue and nails.

The hockey stick comprises two separate parts viz: --a handle shaft 1 and blade 2, with the grain of the wood running lengthwise of each part. By separately making the blade and handle it is possible to use wood of any kind, weight, or texture in the blade and to use a different wood in the handle of the same stick, so that the desired strength and balance may be acquired.

In each of the figures the handle shaft 1 is shown to be formed with a groove or recess 2 extending upwardly into the said shaft from the lower end thereof, and the heel of the blade 3 is formed with a tongue 4 which, when the parts are assembled, is entered in the groove and, for the purpose of making a substantial

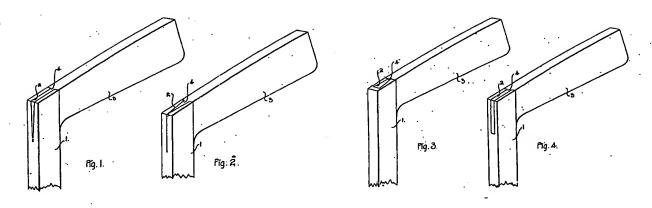
joint between the handle shaft and the blade, is of corresponding shape and dimension to the groove.

\* \* \*

In the preferred construction the handle shaft extends to the sole of the blade and the sides of the groove or mortice tightly embrace the sides of the tongue or tenon and form with it the heel of the stick. The parts are glued together and nailed to form a substantial joint between the blade and the handle shaft.

(Hall at p. 1:77-95 and p.2:20-27).

Figures 1-4 of Hall



(Hall Figs 1-4 (reproduced)).

- 18. A notable disadvantage of this type of construction, however, is the incorporation of a substantial mechanical joint at the heel of the blade -- the very region of the hockey stick that incurs some of the greatest impact forces during use.
- 19. This disadvantage was recognized by Hall in his attempt to compensate for the structural weakness associated with placing such a substantial joint in this high impact region.

By this construction the hockey stick will have the same or greater tensile strength than if made of a single piece of wood and the end grain of the wood at the lower extremity of the handle shaft will be presented to the surface of the ice and will protect the heel of the blade from excessive wear and thereby increase the life of the hockey stick.

(Hall at p. 2:27-35).

- 20. Notwithstanding the disadvantages associated with placing such a substantial joint in a high impact region, the all-wood hockey stick construction disclosed in Hall had the advantage of significantly reducing manufacturing costs while retaining uniformity of the hockey stick in two significant aspects.
- (a) First, because the entire front and back faces of the blade including the heel region were entirely formed of wood, no significant disjoint existed between adjacent regions of the blade. In other words, the entire front and back faces of the blade, even at the heel, were each made of wood and as such provided uniformity along the main impact zones of the blade.
- (b) Second, because the regions of the blade and shaft that formed the tongue and groove joint were formed of like materials (i.e. wood) having substantially similar physical properties, the joint was less likely to weaken over time and with use.
- 21. The tongue and groove joint of the all-wood hockey stick construction disclosed in Hall achieved widespread acceptance among hockey players and the hockey stick industry for some time and continues to be employed to this day in the manufacture of "traditional" wood hockey sticks. However, as described in the Background Section of the subject application, such traditional wood sticks, although providing a "feel" that many hockey players prefer or perhaps over the years have become accustomed to, nevertheless continued to have many shortcomings.
- 22. First and foremost, wood hockey sticks lacked durability often due to fractures in the blade, which frequently occurred at the joint between the blade and the shaft. Thus, frequent replacement was required. This is not surprising given the substantial and sudden impacts received by the blade during the normal course of play (e.g., swinging the blade at high speed at hard vulcanized rubber pucks, slapping the blade on the ice, smashing the blade into or between

the rink boards, goal bars, skates, etc.). Furthermore, due to the variables inherent in wood construction and manufacturing techniques, wood sticks were often difficult to manufacture to consistent tolerances (e.g., the curve and flex of the blade often varied even with the same model and brand of stick). Thus, when the stick was no longer in usable condition, the player was left without a seamless and comfortable replacement. Moreover, because the blade and the shaft were permanently attached to one another, the durability of wood hockey sticks was dependent on the individual durability of each component.

23. As explained in U.S. Patent No. 5,303,916 issued on April 19, 1994 in the name of Aubrey Rodgers (previously cited in the parent application, and attached as **Exhibit B** hereto), in an attempt to improve upon the durability of traditional wooden hockey stick constructions, contemporary hockey stick design -- with the contemporaneous advent of tubular non-wooden hockey stick shafts beginning in the mid-to-late 1970's to early 1980's -- increasingly veered away from the traditional permanently attached blade towards a replaceable blade configuration so that a damaged blade could be readily removed from the shaft and replaced with a new blade:

Hockey Sticks have traditionally been a one-piece wooden structure. During a typical hockey game, a hockey stick can impact the ice hundreds of times at force levels that often result in fracture or breakage of the stick. Breakage of hockey stick occurs most frequently at the blade portion or at the lower part of the shaft that extends from the blade portion. It is thus fairly common for many hockey players to replace a broken stick at least once during each hockey game.

In an attempt to improve the durability of a hockey stick without sacrificing the characteristics of weight, feel, and flexibility that are desirable in a hockey stick, materials other than wood have been resorted to in constructing hockey sticks. Thus although a wooden hockey stick has set the standard for weight, feel and propulsion of a puck, a new generation of sticks have been formed of plastic and aluminum, as well as laminates of fibrous, plastic and resinous materials. Generally plastic and aluminum provide good strength characteristics for a hockey stick, but the

weight, wear and feel of these materials do not command universal acceptance by hockey players.

Since most hockey players prefer a wooden hockey blade, much attention has been directed to the development of a durable, non-wooden hockey stick shaft that can be used with a wooden blade but is less likely to break than a wooden shaft. One result of such development effort is a hollow aluminum or fibrous hockey stick shaft capable of receiving a replaceable blade that can be formed of wood or plastic.

For example, U.S. Pat. No. 4,086,115 to Sweet et al. [issued April 25, 1978] shows a hollow hockey stick shaft made from graphite fiber and resin. The hockey stick includes a wooden blade with a tongue that engages one end of the hollow shaft and is bonded therein with a polyester resin mixture. It has been found that hollow shafts formed of graphite fiber and resin as disclosed in this patent are more durable than wooden shafts but are still prone to fracture under the usual forces that a stick is subject to in a hockey game.

('916 Patent at Col. 1:14-54).

- 24. As noted in the '916 patent, initially the tubular shafts were formed of aluminum or fibrous plastics. However, since most hockey players preferred a wooden hockey blade, the blades in these replaceable blade configurations continued to be made of wood.
- 25. Replacement hockey stick blades are typically comprised of a paddle portion and a hosel portion. The hosel portion extends upward from the paddle portion and includes an upper region that is adapted to being removably connected within the hollow of the lower portion of a tubular hockey stick shaft.
- 26. In order to retain a uniform hitting surface of the blade while providing a means to connect the blade to the shaft, the hosel on such wood replacement blades was also formed of wood. In this manner, the entire blade maintained a substantially uniform wood construction (even at the heel region) that players had become accustomed to by way of their use of traditional hockey sticks.

- 27. Also as noted in the '916 patent, while the replaceable blade configuration improved durability of the hockey stick by allowing independent replacement of the blade, the configuration did not overcome the continued lack of durability inherent in such wood blades.
- 28. In about the late 1980's to early 1990's, in an attempt to improve blade durability, replacement blades -- including those sold by Easton -- began being made of synthetic materials, such as plastic and composites.
- 29. Because there was no need for such synthetic blades to have a joint at the heel, such synthetic blades were typically formed as unitary synthetic structures that extended from the tip of the blade to the upper portions of the hosel. Hence, the advent of the synthetic replaceable blade effectively made obsolete the need for the traditional tongue and groove joint employed in traditional wood hockey sticks, such as that disclosed in Hall, and subsequently employed in wood replacement blades. It was simply counterintuitive to employ such a joint in a synthetic blade that could readily be formed as a unitary structure since the primary goal of making synthetic blades in the first place was to improve durability.
- 30. In addition to the added durability gained from removal of the mechanical tongue and groove joint, synthetic blades had many advantageous over wood blade constructions described above and in the Background Section of the subject patent application.
- 31. Notwithstanding the many advantageous of synthetic replaceable blades, there continued to be a significant number of players that preferred traditional wooden hockey sticks and replaceable blades even though more durable synthetic replaceable blades became increasingly available.
- 32. As described in U.S. Patent No 5,407,195 issued on April 18, 1995 to Antti-Jussi Tiitola et al. (attached as **Exhibit C** hereto), there was a perception by those of skill in the art

that the continued preference for traditional wooden hockey sticks was due to the failure of synthetic blades to provide physical attributes (e.g., stiffness, flex, weight, etc.) that sufficiently imitated the "feel" of wood blades while retaining the improved durability desired from such blades.

A blade for a hockey stick must be extremely strong in order for it to indure [sic] the tremendous forces developed between it and a puck. On the other hand, the blade must have a certain amount of flexibility so that the player has an acceptable level of "feel" while handling a puck or executing a shot. The optimum design of a blade furthermore includes a primary concave contact face which places a further limit on its construction; the blade also usually has a corresponding convex contact face which is more or less parallel to the concave face, i.e. in order to keep the weight of the blade low.

Many types of hockey sticks are presently known. Traditional blades for ice hockey sticks are made of one or more pieces (e.g. layers) of wood. A shortcoming of wooden blades is that they are generally not strong enough and thus do not hold up well under the usual conditions encountered when playing hockey. Moreover, labour and material costs for the manufacture of wooden blades are relatively high.

A wooden blade may also be reinforced with fiber (e.g. glass) fabric which is impregnated and bonded to the wooden surface with a synthetic resin. These types of reinforced wooden blades have given good results including good playing performance; This performance is mainly the result of the combination of low weight and high stiffness.

Blades made entirely out of synthetic materials are also known; these include composite blades comprising a fiber (e.g. glass) laminated core (see for example U.S. Pat. Nos. 4,059,269, 4,488,721, 4,591,155, 4,600,192, Finish Pat. No. 65018, etc.) However, difficulties are still encountered in providing a (synthetic) composite blade for a hockey stick that can withstand the substantial impacts to which it is subjected during use yet provide a "feel" comparable to that of traditional wooden sticks when handling the puck and executing a shot. Plastic blades may, for example, have good strength characteristics but may have (high) weight, (low) wear and/or feel (i.e. low stiffness) characteristics which may be unacceptable to some players. It is possible, for example, to obtain a light weight blade having good

stiffness by using a core of polyurethane foam, but, such a core may have a limited shear strength which may lead to internal fracture of the blade during use.

Accordingly, it would advantageous to have an alternative composite blade construction for a hockey stick or the like which may be strong, durable, light weight and of acceptable stiffness.

('195 patent at Col. 1:19-68).

- 33. Although, as noted in the '195 patent, the hockey stick industry continued to focus on imitating the "feel" of traditional wood blades using the more durable composite materials, many players nevertheless continued to prefer wood hockey sticks and replaceable blades.
- 34. I came to the realization that the preference for wooden hockey sticks was perhaps not only a derivative of the fact that the industry had failed to sufficiently "imitate" the "feel" of wood using synthetic materials construction materials, but that the preference may also be derivative of the manner by which the shaft and the blade of traditional wood hockey sticks were joined. In other words, while the industry perceived the preference for traditional wooden hockey sticks as primarily one of materials, I -- contrary to industry perceptions -- perceived the preference not only in terms of materials but also in terms of the manner by which the shaft and blade of traditional wood hockey sticks were mated or joined in such traditional hockey sticks.
- 35. The result of this realization is embodied in the hybrid hockey stick blade constructions and configurations disclosed in the subject patent application, which was first filed on September 15, 2000.
- 36. Prior to 2001 there were generally three categories of replacement hockey stick blades -- wood, plastic, and composite. See Exhibit H discussed below. The three categories, as previously noted, are descriptive of the primary construction materials of the hosel and paddle. Hence for example the hosel and paddle of a "wood" replacement blade are each substantially constructed of wood or wood laminate and are often overlaid with fiberglass to improve

durability. The hosel and paddle portions of a "plastic" blade are typically formed as a unitary injection molded structure made of PVC or like material. The hosel and paddle portions of a "composite" blade are typically formed of fibers (e.g., carbon, aramid, graphite, etc.) disposed within a hardened resin matrix material or resin overlaying a core structure such as foam or ABS plastic.

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  Easton continues to sell its Hybrid Replacement Blade products to this day.
- 38. Exhibits D-G are color copies of selected pages from Easton's 2001 through 2004 hockey catalogs depicting the various replacement hockey stick blades that were sold by Easton during those years. For each catalog the selected pages include (1) the front and back cover pages, (2) the pages of the catalog that illustrate Easton's replacement blades being sold that year, and (3) a page that includes a table of each replacement blade model and series thereof
- 39. As described in the catalog pages (Exhibits D-G), Easton's Hybrid Replacement Blades are adapted to being removably coupled to a hockey stick shaft. Each Hybrid Replacement Blade comprises a composite paddle portion and a hosel portion constructed of wood. The composite paddle is generally comprised of a foam core overlaid with multiple plies of fibers disposed within a hardened resin matrix. The heel region of the composite paddle is recessed. One end of the hosel portion includes a slot the other is adapted to being received within a tubular portion of a hockey stick shaft. The recessed region of the composite paddle is received within the slot and permanently connected thereto.
- 40. Easton collects sales data regarding the sales of its own products. Table 1 below summarizes Easton's Hybrid Replacement Blade products described in the attached catalog pages by year and sales figures for each fiscal year, which runs from December 1 to November

30. The sales information for 2004 is only from December 1, 2003 to September 26, 2004, which, together with the cancellation of the NHL 2004-2005 season, explains the drop in sales for 2004.

Table 1: Easton's Hybrid Replacement Blade Models

| Fiscal Year | Hybrid Replacement Blade Models                                 | <u>Units Sold</u> | Total Revenue in U.S. Dollars |
|-------------|---|-------------------|-------------------------------|
| 2001        | HYBRID RB   | 11,979            | \$178,271                     |
| 2002        | HYBRID PRO<br>JR. HYBRID PRO                                    | 43,012            | \$554,744                     |
| 2003        | HYBRID PRO<br>JR. HYBRID PRO<br>HYBRID SYNTHESIS<br>HYBRID LAMI | 49,371            | \$693,728                     |
| 2004        | HYBRID PRO<br>JR. HYBRID PRO<br>HYBRID SYNTHESIS<br>HYBRID LAMI | 40,349            | \$574,994                     |

- 41. As will be explained below in reference to the replacement blade market data, these sales reflect substantial year-to-year market gains in a highly competitive replacement blade market.
- 42. Easton also continually evaluates the replacement blade market. Easton relies on independent parties, such as Rennie Media, Inc., to collect sales data regarding relevant markets and publish its findings.
- 43. Attached as Exhibit H is a color copy of a report entitled "The U.S. Hockey Stick & Replacement Blade Market Sales for the 2003 Season" prepared by Rennie Media Inc. Market Research Group (hereinafter "Market Report"), which specifically addresses replacement blade sales data for the U.S. market.

44. As noted on page 1 of the Market Report, the report is specifically formatted to facilitate participating companies to calculate their market share in various stick and blade categories:

"This report is presented in a format that allows participating companies to calculate their market share in various stick and blade categories. Each company can also compare their average costs with industry-wide averages. And finally, 20003 sales are compared with 2002 sales.

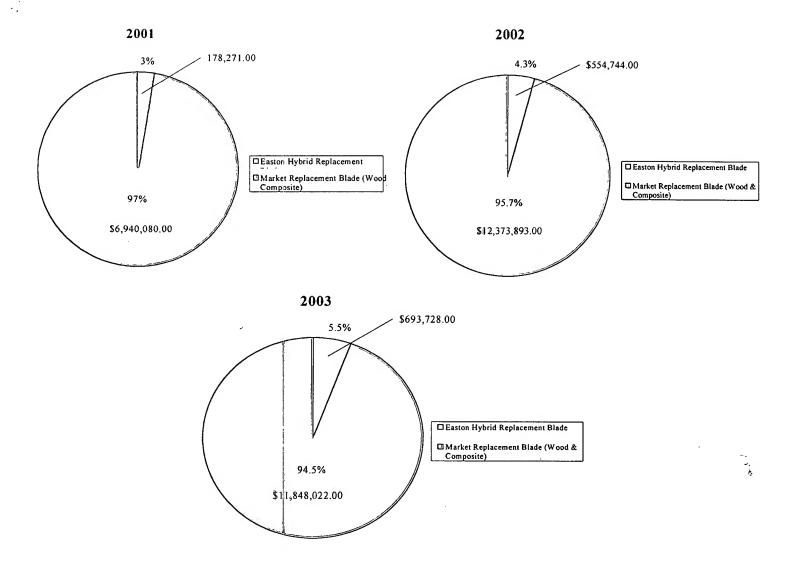
- Also noted on page 1 of the Market Report is the Methodology and Supplier Participation List, which lists the companies, including Easton, that returned questionnaires that formed the basis for industry wide report embodied in the Market Report. Based on my knowledge of the industry, the participant companies identified in the Market Report constitute the vast majority if not all of the major brands of hockey sticks and replacement blades in the U.S. market.
- 46. On page 6 of the Market Report is a summary of historical sales figures from 1999 through 2003 of replacement hockey stick blades. See also pages 24-28. This historical sales summary allows Easton—as well as Easton's competitors—to identify market trends related to the products it sells, competitiveness of its products, and the commercial success of its products.
- 47. The figures in the historical sales summary on page 6 of the Market Report are broken down based on the type or category of blade so as to distinguish composite replacement blade sales from wood and reinforced wood replacement blade sales and from plastic or PVC replacement blade sales. As to the wood blades, there are three sub-categories of wood replacement blades identified in the Market Report: (1) Senior Blades (fiberglass-reinforced

- hosel), (2) Senior Blades (hosel not fiberglass reinforced), and (3) Junior Blades (with and without reinforced hosels).
- 48. A consolidated summary of the three sub-categories of wood versus composite replacement blade sales set forth on page 6 of the Market Report is presented by year in Table 2 below.

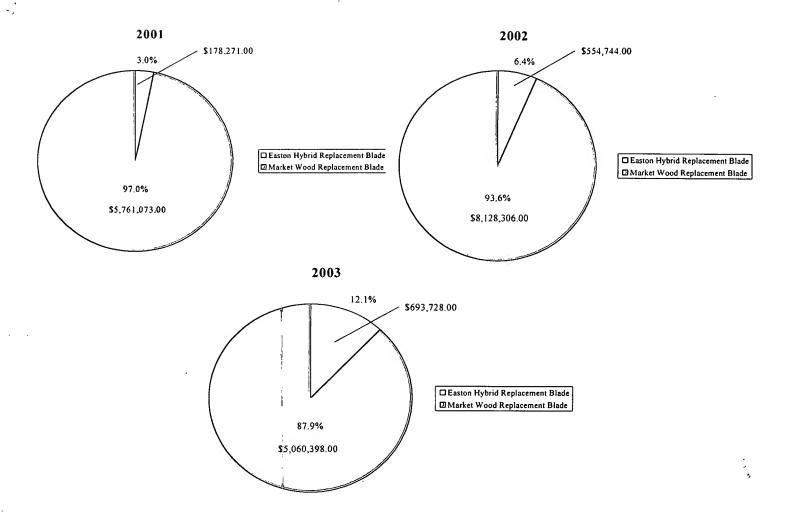
Table 2: Market Summary of Sales of Wood and Composite Replacement Blades

| Year | Total Sales of Wood<br>Replacement Blades | Total Sales of Composite Replacement Blade | Total Sales of Composite and Wood Replacement Blades |
|------|---|--|--|
| 1999 | \$11,372,425                              | \$1,811,311                                | \$13,183,735   |
| 2000 | \$10,752,132                              | \$2,710,093                                | \$13,462,225   |
| 2001 | \$5,761,073                               | \$1,179,007                                | \$6,940,080  |
| 2002 | \$8,138,306                               | \$4,235,587                                | \$12,373,893   |
| 2003 | \$5,060,398                               | \$6,787,624                                | 11,848,022   |

- 49. Notably, the industry-wide composite replacement blade sales figures during the time-span in which Easton's Hybrid Replacement Blade products were on the market were generally trending upwards while at the same time-span the industry-wide wood replacement blade sales figures were generally trending downwards.
- 50. The graphical comparison set forth below of Easton's Hybrid Replacement Blade sales vis-a-vis the entire replacement hockey stick blade sales market set forth in the Market Report over the same time-frame is representative measure of the tremendous commercial success of Easton's Hybrid Replacement Blades.



51. The graphical comparison set forth below between Easton's Hybrid Replacement Blade sales vis-a-vis the entire wood replacement hockey stick blade sales market set forth in the Market Report over the same time-frame further illustrates the tremendous commercial success of Easton's Hybrid Replacement Blades



- 52. Hence, whether Easton's Hybrid Replacement blades are compared with replacement hockey stick market as a whole or vis-à-vis the wood replacement blade market only, which has lost market share over the three years in which Easton's Hybrid Replacement Blades have been on the market, it is clear that Easton's Hybrid Replacement Blades are gaining significant market share in what can only be characterized as highly competitive market.
- 53. The noticeable gain in market share and commercial success of Easton's Hybrid Replacement Blades, is even more pronounced when taking into consideration the very limited marketing that was expended on these products. Specifically, Easton did not mount any substantial advertisement campaign for the sale of its Hybrid Replacement Blades. In fact, the extent of advertising for Easton's Hybrid Replacement Blades amounted in most part to (1)

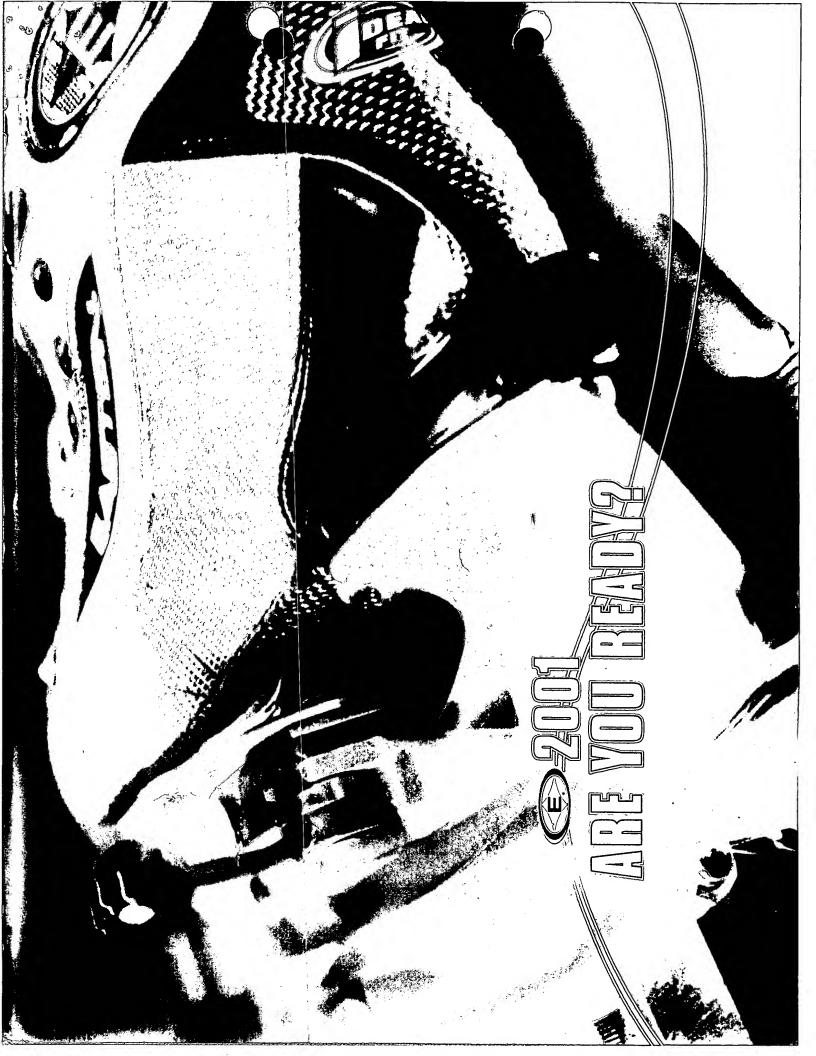
placement of the those products in Easton's annual catalogue, which Easton does for most if not all of its Hockey equipment products and (2) seeding of two hundred or so samples of the products with various distributors and players, which Easton does for most if not all of its Hockey equipment products.

- 54. Moreover, Easton did not engage in any special or unique relationship with retailers for the specific intent of encouraging the sale of Easton's Hybrid Replacement Blades in a manner different from its other hockey equipment products. Rather, Easton's Hybrid Replacement Blades reached retailers through the normal channels of commerce, and without special promotion or pricing.
- 55. Hence, Easton primarily relied upon word-of-mouth to sell its Hybrid Replacement Blade products.
- 56. Attached as **Exhibit I** are various trade magazines articles reflecting the recognition in the industry of Easton's Hybrid Replacement Blade products.
- 57. Thus, not only did the development of Easton's Hybrid Replacement Blades fly in the face of historical industry trends and developments in hockey sticks and replacement blades as set forth above, the significant commercial success of Easton's products constitute yet another compelling indicia of the inventiveness of Easton's Hybrid Replacement Blade products as presently claimed in the subject patent application.
- 58. I further declare under penalty of perjury that the foregoing statements made herein of my own knowledge are true and correct and that the statements made upon information and belief are believed by me to be true, and further, that these statements were made with the knowledge that willful, false statements and the like are punishable by fine, or imprisonment, or

both, under Section 1001 of Title 10 of the United States Code, and that such willful, false statements may jeopardize the validity of the subject patent application or any issue thereon.

Executed this 11th day of May 2005, at Van Nuys, California, U.S.A.

Edward M. Goldsmith



Modero - Al 1903), Ederrom - Al 19835, Jr Yzonzen - Al 19133, > Yzaman - A.19204, Standan - A.19103, S.J.t. - A119313, CONCESS A CERCENT OF S Inceriose ou Newbor /Japanies Jr. Shanahan - Al 1930Y > Yzerman - Ai19202, Shanahan - Al19111, Salde - Al19312, > 160 greatings Modano - All \$310, Lidsarom - All 1920. Modeno - Al 19369, Lidstrom - Al 19265, Jr. Yzerman - Al 19139, 2 Yearen - Alloson, Statelin - Allosod Yzcrman - AllØ204, Shanahan - Ali9103, Sakt - Ali9341. Salic - All 19303, Madara - All 19303. Colona to proficion per incatal. Figure 12 than a house the > interlock au graphite Lidstram - A119303 COM SSS < coocco cas > 200 grammes v 135 grunings TOSE SECUENCIA > Keylar /graphite interlock Jr. Shanahan - @1 19307 > Yzcrmun - 2119292, Sienalun - 2119111, Salue - A119312, > 100 Grams 200008 > 30.000 > You and MISSON Shandon Alberta Monano - A. 19312, Lastrom - AL 1930. Selle - All 19503, Muchin - Af 19503. Victor Cart Carty profits 33533388>> 1. Jstrain - 0.1 19808 > Graphica interlock marin office for > 200 Grams V 135 Chain 720003 > 310338 (Management) 32.7.2.32.

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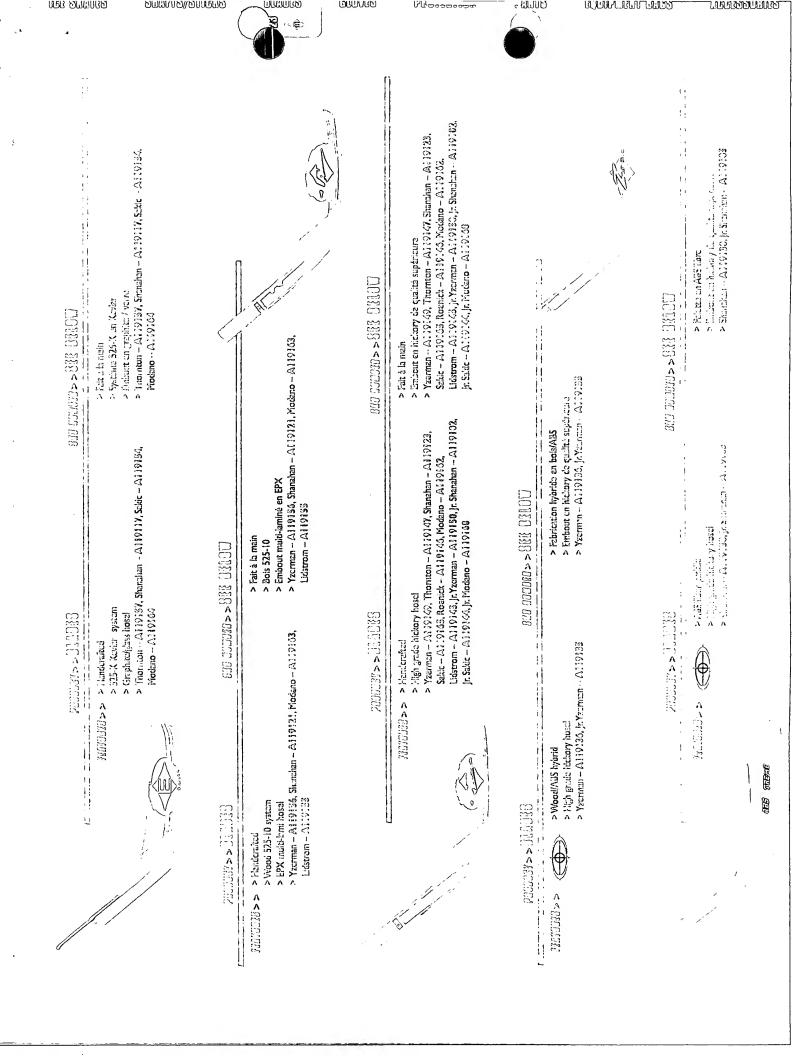
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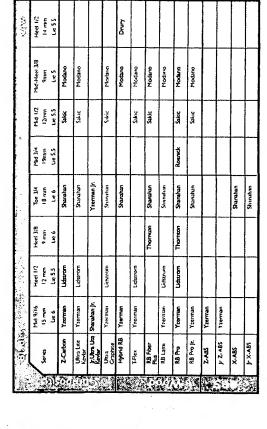


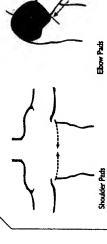
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|------|--|--|------|-----|------|-----|------|-----|------|-----|------|-----|------|--------|-----|-----|------|-----|-----|------|-----|------|------|------|---|----|-----|
| -    |  | Junior   |      |     |      |     |      |     |      |     |      |     |      | Senior |     |     |      |     |     |      |     |      |      |      |   |    |     |
|      | Easton Skate Size  | 12   | 13   | -   | 1.5  | 7   | 2.5  | •   | 3.5  | •   | 4.5  | •   | \$.5 | 9      | 6.5 | ١,  | 7.5  | 8   | 8.5 | ٠,   | 9.5 | 01   | 10.5 | =    | 12 13 1 15 2 25 25 25 27 14 45 5 55 6 65 7 75 8 8 82 9 95 10 105 11 11.5 12 125                                     | ~  | 22  |
| 41.  | NorthAmerican 135 15 25 3 35 4 45 5 55 6 65 7 75 6 85 9 95 10 105 11 115 12 12 12 13 13 14   | 13.5   | 1.5  | 2.5 | -    | 3.5 | •    | 4.5 | \$   | 5.5 | 9    | 6.5 | ,    | 7.5    | 8   | 8.5 | 6    | 9.5 | 10  | 10.5 |     | 11.5 | 13   | 12.5 | 6   | 25 | =   |
| 5    | European*  | ¥  | 34.5 | 35  | 35.5 | 36  | 36.5 | 37  | 37.5 | 38  | 38.5 | £   | \$   | 40.5   | =   | 7   | 42.5 | 5   | 1   | 44.5 | 45  | 4    | 46.5 | 4    | 34 345 38 355 36 365 37 375 38 385 39 40 405 41 42 425 41 44 445 45 46 465 47 475 48 465 47 475 48 465 47 475 48 48 | ¥  | 8.5 |
| 3.34 | United Kingdom*  | 13 1 2 25 3 3 35 4 45 5 55 6 65 7 75 8 85 9 95 9 10 105 11 115 12 115 11 | -    | 7   | 2.5  | 3   | 3.5  | •   | 4.5  | \$  | 5.5  | 9   | 6.9  | 7      | 1.5 | 8   | 8.8  | ٨   | 9.5 | 10   | 105 |      | 115  | 13   | 571   | -  | 3.5 |
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| more.               | क्रांन भूग  |         |             |          |         |       |   |
|---------------------|-------------|---------|-------------|----------|---------|-------|---|
|                     |             |         |             | ĭ        | Height  |       |   |
| Product/<br>Preduit | Modele      | 3.4".4" | 4:410.      | -9.501.+ | .9+5    | 9:8.5 | • |
|                     | Chest Stre  | 24"-28" | 28"-32"     | 32"-36"  | 36".40" | 40.74 | * |
| Shoulder Pad        | Z.Ar        |         |             | \$       | S.A.    | £     | ಸ |
| Shoulder Pad        | Αir         |         | M.9-2.11    | Jr.L-S   | ጟ       | ¥     | ¥ |
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| Shoulder Pad        | X-Treme     |         | F.SJr.M     | 21.5     | ጟ       | 支     | × |
| Shoulder Pad        | Classic Air |         |             | S        | ξ       | Ä     | ᅻ |
| Shoulder Pad        | Yzerman Y19 | SML     | L           |          |         |       |   |

| Tippe 💸    | Joseph J     |         | 5.00    |      |           |       |        |           |      |                     |       |
|------------|--------------|---------|---------|------|-----------|-------|--------|-----------|------|---------------------|-------|
|            | _            |         |         |      |           |       | Height |           |      |                     |       |
| Product    | Modeli       | 34-318" | 3.8".4" | 6.64 | 4'4".4'8" | 4.85. | S-S-4. | 5.4"-5'8" | 5.89 | , <del>,</del> 4. 0 | ·.+.0 |
| Shin Guard | Z-Air        |         |         |      |           |       |        | 14"       | .51  | 91                  |       |
| Shin Guard | Air          |         |         |      |           | .2.   | 13"    | 14"       | "Si  | .91                 |       |
| Shin Guard | Ultra Utte   |         |         | ا0.  | 11"       | 12"   | 13.    | .+:       | .51  | .91                 | F     |
| Shin Guard | X-Trene      |         |         | 10.  | 11.       | 12.   | 13.    |           | _SI  | . 91                | .11   |
| Shin Guard | Chasic Air   |         |         |      |           |       |        | .+1       | .S1  | .91                 |       |
| Shen Guard | Yzermun Y 19 | -8-     | 6       | ١٥.  | .11       | 17.   |        |           |      |                     |       |

|    | OHE       |             |        |          |            |      |          | 3.8 |
|----|-----------|-------------|--------|----------|------------|------|----------|-----|
|    |           |             |        |          | Height     | ×    |          |     |
| 7  | Preduct   | Modele      | 34".4" | 4"-4:10" | 4.10"-5'6" | .9+9 | 58"-6'4" | +.9 |
|    | Elbow Pad | Z.A.r       |        |          | s          | ತ    | ಸ        | د   |
|    | Blow Pad  | Αir         |        | ۳S       | Jr L·S     | ĸ    | S.L      | -1  |
|    | Bbow Pad  | عثل وعال    |        | 17.5     | \$-1-4     | 3    | x        | Ļ   |
| 'n | Bbow Pad  | X-Treme     |        | μS       | F.1-5      | 54   | St       | ı   |
|    | Bhow Pad  | CasseAle    |        |          |            | z    | 7.       | ı   |
|    | Elbow Pad | Yzerman Y19 | 5.1    |          |            |      |          |     |





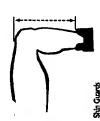
Elbow Pads

I. Measure the length between the shoulder pad and the culf of the glove. 2. Match the player's measurement size to the size of the elbow pad in inches. 2 Match the player's chest messurement to the shoulder pad size in inches.

I. Measure the player's chest just below the arm pits.

Note:When fastered securely, there should be no gap between the paid and either the boays endersion of the shoulder paid or cuff of the glove. Payers who wear a short cuff styled ghove should choose the bringer model of the ebow paid.

Note: Shoulder pads should fit shugh with the tips of the shoulders properly positioned under the shoulder caps.



Shin guards are best fitted while the player is straing. To fit properly: Stir Guards

1. Measure from the center of the lavee cap to the top of the slate boot. 2. Match the player's shin measurement to the size of the shin guard.

Notes Shin guards should be secured with proper shin guard strap.

| 3           | 1       | Madeil        |              |               |                              |               |               |                |
|-------------|---------|---------------|--------------|---------------|------------------------------|---------------|---------------|----------------|
| -           | Preduct | Modele        | F/55         | Z /           | SIP                          | Σ<br>Σ        | 9             | XL/TG          |
|             | Parcs   | 44.5          |              | 46 (25'-30')  | 48 (301-377)                 | (W:20)05      | 52 (34-36)    | 54 (36°38)     |
| <b>3</b> () | Pants   | 7             |              | 46 (28"-30")  | 48 (30"-32")                 | (M-XI) 05     | \$2 (34".36") | 54 (36":38")   |
| 1234        | į       | Air Junior    |              | 100 (22"-24") | (2524) 0+1 (2626) (10 (2525) | 140 (25°-28") | (AX:-8K) 091  | 180 (30" -32") |
| 10 -X       | Pants   | AurWomen      | 44 (26°-28°) | 46 (29"-30")  | 48 (30"-32)                  | 50 (32"-34")  | 52 (34".36")  | (BC-3E) +5     |
| 1,          | Pares   | Uen Ue        |              | 46 (28"-30")  | 48 (307-327)                 | (Jet-ZE) 05   | 52 (24-36")   | CBE-38) PS     |
| ****        | Pants   | Ultra Les fr. |              | 100 (227-247) | 120 (24"-26")                | (40 (26*.28*) | 160 (28"-30") | (50 (30" -327) |
|             | Į,      | X-Treme       |              | 46 (28°-30°)  | 48 (30"-32")                 | (M:XE) 05     | 52 (34:36)    | 54 (36"-38")   |
|             | Pares   | X.Treme Jr    |              | (+6.72) (0)   | 120 (24"-26")                | (82-92) 0+1   | 160 (28-307)  | (28. 701) 081  |
| 1           | ě       | Yreman Y19    |              |               | מניזטט                       | C96-20        | (96.36)       |                |





Telescond Zelescond 87-8% of NUL players use Easton blades THE WOST COMMANT CLASS ON THE UM Theo Fleury 11 New York Rangers produces the exact black shape and curve each and every time. CO HOCKEY 2002 BLADES Patent pending Form Pley technology and tonscious Blade Hosef



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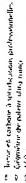
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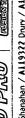




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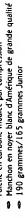


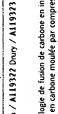




Patent-pending Carbon Fusion Technology

Compresson molded carbon paddle
 High grade hickory hosel
 190 grams/165 grams Jr.







Sku: A119156 Yzerman / A119163 Modano / A119155 Lidstrom / A119121 Shanahan

Features:

Handcrafted

Eait à la main

Features:

Wood 525-10 systemEPX multi-lami hosel

Système en bois 525-10
 Manchon multistratifié EPX





Handcrafted

High grade hickory hosel

Features:

Fait à la main
 Manchon en noyer blanc d'Amérique de grande qualité







Manchon en noyer blanc d'Amérique de grande qualité

 High grade hickory hosel Wood/ABS hybrid

Baton hybride en bois/ABS

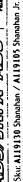
Features:

Features

Sku: A119136 Yzerman / A119135 Yzerman Jr.







ABS/fiber paddle
 High grade hickory hosel

Features:

Palette en ABS/fibre

Manchon en noyer blanc d'Amérique de grande qualité



05.001 [blades] pages 020-021





# HYBRID PRO/JR. HYBRID PRO

Sku: A119320 Yzerman /A119319 Modano / A119321 Shanahan / A119322 Drury / A119323 Yzerman Jr. / A119324 Modano Jr.

Patent-pending Carbon Fusion Technology

Technologie de fusion de carbone en instance de brever
 Palette en carbone moulée par compression
 Manchon en noyer blanc d'Amérique de grande qualité
 190 grammes/165 grammes Junior

Sku: A119156 Yzerman / A119163 Modano / A119155 Lidstrom / A119121 Shanahan

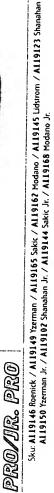
Features:

Handcrafted

EPX multi-lami hosel

◆ Wood 525-10 system

◆ Fait à la main
 ◆ Système en bois 525-10
 ◆ Manchon multistratifié EPX



Features:

Handcrafted

High grade hickory hosel

Features:

Fait à la main
 Manchon en noyer blanc d'Amérique de grande qualité



Sku: A119136 Yzerman / A119135 Yzerman Jr.

Features:

Wood/ABS hybrid
 High grade hickory hosel

Features:

Bâton hybride en bois/ABS
 Manchon en noyer blanc d'Amérique de grande qualité





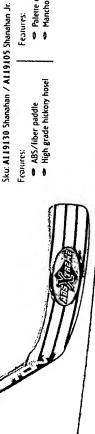
X-ABS/UR. X-ABS

Features:

Features:

ABS/fiber paddle
 High grade hickory hosel

Palette en ABS/fibre
 Manchon en noyer blanc d'Amérique de grande qualité



05.001 [blades] pages 020.021



| Tries Graphite   Trie   |     | Series            | Md 9.16<br>15 mm<br>Le 6 | Reef 1 '?<br>12 mm<br>Le 5 5 | Toe 3/4<br>18 min<br>Le ô | Mid 3./4<br>19mm<br>Lie 5.5 | Hud J '?<br>(2mm<br>Le S S | Md Heel 3/8<br>Smm | Heel 1/2<br>14 mm<br>Le 5 5 |
|--|-----|-------------------|--------------------------|------------------------------|---------------------------|-----------------------------|----------------------------|--------------------|-----------------------------|
| Z(John)         Yarman         Lidition         Shanban         Sake         Hodano           Jr. Zdebon         Tzerman         I. Zerman         Lidition         Shanban         Sake         Hodano           Jr. Ulira Line         Shanban Jr.         Yarman         Yarman Jr.         Shanban         Sake         Hodano           Hond Lam RB         Treman         Lidition         Shanban         Sake         Hodano           Hond Lam RB         Treman         Lidition         Shanban         Sake         Hodano           Hand Pro RB         Treman         Lidition         Shanban         Roemet         Sake         Hodano           Jr. RB Pro         Treman         Lidition         Shanban         Roemet         Sake         Hodano           Jr. RB Pro         Treman         Yareman         Shanban         Sake         Hodano         Hodano           Jr. RB Pro         Treman         Treman         Shanban         Sake         Hodano         Hodano           Jr. RB Pro         Treman         Treman         Shanban         Sake         Hodano         Hodano           Jr. RB Pro         Treman         Treman         Shanban         Tredano         Hodano         Hodano  | ΪÎ  | T.Flex Graphite   |                          |                              |                           |                             |                            |                    | Prod                        |
| J. Zdarbon         Tzerman Jr.         Hodano Jr.         Hodano Jr.           Ullio Line         Tzerman Jr.         Tzerman Jr.         Tzerman Jr.         Hodano Jr.           Ullio Graphire         Tzerman Jr.         Shanahan Jr.         Shanahan Jr.         Shanahan Jr.         Hodano Jr.           Hond Lam RB         Tzerman Jr.         Lubirom         Shanahan Jr.         Shanahan Jr.         Shanahan Jr.         Hodano Jr.           RB Fizer + Hond Pro RB         Tzerman Jr.         Shanahan Jr.         Shanahan Jr.         Hodano Jr.         Hodano Jr.           RB Lim         Tzerman Jr.         Shanahan Jr.         Shanahan Jr.         Hodano Jr.         Hodano Jr.           Jr. RB Fizer + Hodano Jr.         Tzerman Jr.         Shanahan Jr.         Saker Jr.         Hodano Jr.           RB Lim         Tzerman Jr.         Shanahan Jr.         Saker Jr.         Hodano Jr.           Jr. RB Fizer - Hodano Jr.         Shanahan Jr.         Saker Jr.         Hodano Jr.           Jr. RB Fizer - Hodano Jr.         Shanahan Jr.         Shanahan Jr.         Hodano Jr.  | 150 | Z (Jarban         | Yzernian                 | Lidstron                     | Shanahan                  |                             | Sokk                       | Modene             |                             |
| Uhra Line         Termun         Shanahan Jr.         Shanahan Jr.         Shanahan Jr.         Hodano           Julia June         Shanahan Jr.         Termun Jr.         Shanahan Jr.         Hodano Jr.  | Da  | Jr. Z-Carbon      | Yzerman Jr.              |                              |                           |                             |                            | Modano Jr.         |                             |
| J. Ultra Lite         Shanaban Jr.         Yatrman Jr.         Yatrman Jr.         Shanaban Jr.         Shanaban Jr.         Shanaban Jr.         Shanaban Jr.         Shanaban Jr.         Prodon           Hybrid Laum RB Fiber + Hyang Pre RB Laum Treman Lidistom RB Fiber + Hyang Pre RB Treman Lidistom Shanaban Jr. Hybrid Pre RB Treman Jr.         Shanaban Remed Shanaban Jr.         Shanaban Jr.         Prodono Jr.           Hybrid Pre RB Treman Jr. RB Pro Jr. Reman Jr. RB Pro Jr. RB Pro Jr. Reman Jr. RB Pro Jr.  | IN  | Ulara Late        | Tzerman                  | Lrdsrom                      | Shanahan                  |                             | Sere                       | Modano             |                             |
| Unio Graphine   Yareman   Urahirum   Shanahan   Sake   Prodono   | 0.  | Jr. Ulira Lite    | Shanohan Jr.             |                              | Yzerman Jr.               |                             |                            |                    |                             |
| Hybrid Lam RB         Terman         Shanaban         Sheke         Hodano           FFEbr         Treman         Liduron         Shanaban         Sake         Hodano           Hbrid Fro RB         Treman         Liduron         Shanaban         Hodano         Hodano           RB Lon         Treman         Liduron         Shanaban         Remek         Sake         Hodano           Jr. RB Pro         Treman         Liduron         Shanaban         Remek         Sake Jr         Hodano           Jr. RB Pro         Treman         Treman         Yalanahan         Sake Jr         Hodano Jr           Jr. RB S         Treman         Shanaban         Shanaban         Labana   | כ   | Ulra Graphite     | Yzerman                  | Lidstrum                     | Shanahari                 |                             | Sake                       | Modano             |                             |
| TFRe   | Γ   | Hybrid Lamii RB   | Yzerman                  |                              | Shanahan                  |                             |                            | Modano             | Durin                       |
| RB Fiber +         Fremun         Shandhan         Saker Jinanhan         Hodano           RB Lam         Yzeman         Lidstron         Shandhan         Hodano           RB Poo         Yzeman         Lidstron         Shandhan         Hodano           Jr. RB Poo         Yzeman Ji         Ysandhan         Roemce         Saker Ji         Hodano Jr.           Jr. RB Poo         Yzeman Ji         Shandhan         Saker Ji         Hodano Jr.         Hodano Jr.           J. RB Poo         Yzeman Ji         Shandhan         Shandhan         Jr. Saker Ji         Hodano Jr.           J. R J. ABS         Yzeman Ji         Shandhan Jr.         Shandhan Jr.         Hodano Jr.  |     | TFlex             | Yzemon                   | Lidshom                      |                           |                             | Skr                        | Modano             |                             |
| Hebrad Fro 88         Termun         Shanahan         Shanahan         Prodano           88 Lum         Termun         Liduran         Shanahan         Roemet         Sake         Prodano           1. Hohuf Pro 88         Yermun         I. Hohuf Pro 88         Yermun         Hodano Jr.         Hodano Jr.           2. ABS         Termun         Shanahan         Shanahan         Shanahan         Lodano Jr.           L. X ABS         Termun         Shanahan         Shanahan         La XaB   |     | RB Fiber +        |                          |                              | Shanahan                  |                             | Ķ                          | Modano             |                             |
| Re Low   Yzerman Lidwron Shanshan   Roemet Sate:   Sales   Sate:   Lidwron   Shanshan   Roemet Sate:   Lidwron   Shanshan   Roemet Sate:   Lidwron   Lidwron   Shanshan   Lidwron   Lidwron   Sales   Lidwron   Lidwron   Shanshan   Sales   Lidwron   Lidwron   Shanshan   Sales   Lidwron   Lidwron   Shanshan   Shanshan   Lidwron   Shanshan   Shanshan   Lidwron   Lidwron   Shanshan   Lidwron   Lidwron   Lidwron   Shanshan   Lidwron   Li   |     | Hybrid Pro RB     | Yzerman                  |                              | Shanahan                  |                             |                            | Modano             | Drun                        |
| RB Pro         Yzernan         Ludvion         Shanahan         Roemet         Saker           Jr. Habid Pro         HB         Yzernan Jr         Sandra Jr         Saker Jr           Jr. RB Pro         Yzernan Jr         Yzernan Jr         Saker Jr           Jr. Z ABS         Yzernan Jr         Shanahan           Jr. X ABS         Shanahan Jr  | a   | RB Lam            | Yzerman                  | Lidstrom                     | Shanahan                  |                             |                            | Modano             |                             |
| Jr. Hybrid Pto RB Yteman Jr Sankar Jr Sannahan Jr. RB Pru Yteman Jr ZABS Yteman Jr Sankar Jr. ZABS Yteman Jr Sankar Jr. ZABS Yteman Jr Sankar Jr. ZABS Sanahan Sanahan Jr. ZABS Sanahan Jr. ZABS Sanahan Jr. Zabasahan Jr. Zabasah | 00  | RB Pro            | Yzerman                  | Lidwight                     | Shanahan                  | Roemek                      | Sake                       | Modano             |                             |
| Jr. 88 Pru Yzernum Jr Shandran Jr Saker Jr Zaks Jr Zernum Jr Saker Jr Shandran Jr Saker Jr Zaks Yzernan Jr Shandran Jr Shandran Jr Shandran Jr Shandran Jr Zaks Shandran Jr Shandran Jr Zaks Shan | М   | Jr. Hybrid Pro RB | Yzemwn Jr                |                              |                           |                             |                            | Modano Jr.         |                             |
| ZABS Yreman Jr AABS Yreman Jr AABS Yrerman Jr AABS Yrerman Jr AABS Yrerman Jr ASP Jr. KARS S. Jr. KARS S.  |     | Jr. RB Piu        | Yzerinan Ji              |                              | Shanahan Ji               |                             | Sakec Ji                   | Modano Ji          |                             |
| Jr. Z AB\$ Yzerman Jr AAB\$ Li. X AB\$ Jr. X AB\$  | Γ   | Z-ABS             | Yzerman                  |                              |                           |                             |                            |                    |                             |
| XABS 51  |     | Jr. Z. ABS        | Yzerman Jr               |                              |                           |                             |                            |                    |                             |
| Jr. K-ARS  |     | X-ABS             |                          |                              | Shanahan                  |                             |                            |                    |                             |
|  | _   | Jr. K-ARS         |                          |                              | Shanahan Jr               |                             |                            |                    |                             |

Graphite/Aramid/Grap Graphite/Aramid/Grip Graphite/Aramid/Grip

Graphite/Aramid/Grip Graphue/Aramid/Grap

Sulfaces (15/m) (Get) Rigidale 110 XX Sulf Flex 110 XX Sulf Flex 110 XX Sulf Flex

Smergy 110 Grip Yzerma Synergy 110 Grip Lidstron Synergy 110 Grip Sakit Synergy 110 Grip Modano Swergy 100 Gnp Yzemai

COMPOSITES

110 XX-Suft Flex 110 XX-Suff Flex 110 XX Sulf Flex

Synerg: 110 Grip Shanaha

100 Soft Flex 100 Soft Flex 100 Soft Flex

100 Sriff Flex

100 Suff Flex 100 Suff Flex 100 Suff Flex

100 Suff Flex

Synergy 100 Grip Shanahar

Synergy 100 Gnp Sakır

Synergy 100 Gnp Modano

Synergy 100 Grup Drum

Synergy 100 Yzerman Synergy 100 Lidsrom

Synergy 100 Grip Lidsirom

Synergy 110 Grip Drum

Graphite/Aramid/Gnp Graphite/Aramid/Grip

Graphite/Aramid/Grip Graphite/Aramid/Grip

Graphile/Aramid

Graphite/Aramid

Graphite/Arams Graphite/Aramic Graphite/Arami Graphie/Aram Graphire/Aranii Graphite / Aramic Graphne/Aramic

100 Suff Flex 100 Suff Flex 100 Suff Flex 100 Suff Flex 85 M-Suff Flex

Synergy 100 Shanahan Synergy 100 Modano

Synergy 100 Sakit

Synergy 100 Drury Synergy 85 Yzerman

85 M Suff Fire 85 M-Suff Fire

85 M Striff Flex

Synergy 85 Shanahan Synergy 85 Lidsron

Synergo 85 Sakie

Synergy 85 Moderno Synergy 75 Modano

COMPOSITE STICKS

Synergy 85 Drum Synergy 75 Druns

85 M-Suff Flex 85 M Suff Flex 75 M Suff Flex

75 M Stiff Flex

50 Suff Flex 50 Suits Her

Jr. Synergy 50 Modano Jr Synergy 50 Yzerman

Graphite/Aramid/Grip Graphire/Aramid/Grap Graphite/Aramid/Grip



### SHOULDER PADS

L.) Measure the players chest just below the arm pits

2.1 Match the placers thest measurement to the shoulder pad size in inches

NOTE: Shoulder pads should fit snugly with the tips of the shoulders properly posmoned under the shoulder caps

Graphie/Aramid/Gra Graphite/Aranud/Grip Graphie/Aramid/Grip oraphite/Aramid/Grip Grophie/Aromid/Gng

Graphite/Aramid Graphite / Aramid

110 XX-Suff Flex 100 Suff Flex

Snp Lire 100 Ultra Lire 110

110 XX-Snft Flex

100 Smlf Flex 85 M Suff Flex ! 90 Soft Flex 95 Stuff Flex 80 M Stuff Flex

Cyclone Graphire 95

Г-Рех Graphire

STACKS SHAFTS

Ultra Lire 100

80 M-Sulf Flex

E-Fley Yzerman Composite

Uhra Carbon yphoon 80

Cystone Graphite 10

INI

2.Bubble 75 Gnp

100 Soll Fles 75 M-Suff Flex 70 M Sailf Flex 7 UM Srift Flex

100 Snill Flex

Graphre/Aramid

Graphite/Aramid Graphite/Armed Graphile/Aramid Graphile/Aramid

Graphite/Glass Carbon Glass Graphite/Aramid/Grig

Carbon/Glass

Graphite/Aramid uraphite / Glass Aramid/6lass Aramid/Glass Carbon/Glass

Vramid/Glass/Gnp

Carbon/Glass Carbon/Glass Carbon/Glass

60 Sutt Flex M-Sutt Flex

Jr E-Fles Tzermon Composite

45 M-Sniff Fle

45 MSull Flex

Sadl Fley

Jr Ulira Lire 65

HOINNI

Jr. Z-Bubble 50 h Gnp Lire 60 rphoon 45 Jr Ulira Carbon

Ur noorday

50 Stuff Flex 60 Stuff Flex

Aramid/Carbon/Glass Aramid/(arban 'Glass

110 XX-Sriff Flex 100 Suff Flex 85 M-Suff Flex 110 XX Stdl Fley

2 Bubble 100 Gnp Z-Bubble 85 Gnp

2.Bubble 110

Z-Bubble 100 Gnp Life 110

2 Bubble 85

Z-Bubble 110 Grip

Graphue/Aramid

Graphite/Aramid Graphite/Aramid Graphite/Aramid

Graphic/Aramid

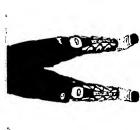


- - --

### ELBOW PADS

2) March the player's measurements size to the size of the elbow pad in inches 1.) Measure the length between the shoulder pad and the cult of the glove

pad and either the biceps extension of the shoulder pad or cutt of glove. Players who wear a short, cult syled glove should choose the longer model NOTE. When tastened securely there shouldn't be a gap herween the elbow of the elbow pad



### SHINGUARDS

Shin guards are best fitted while the player is sitting. To lit properly

1.1 Measure from the center of the knee cap to the top of the skale book

?) Match the players shin measurement to the size of the shin guard

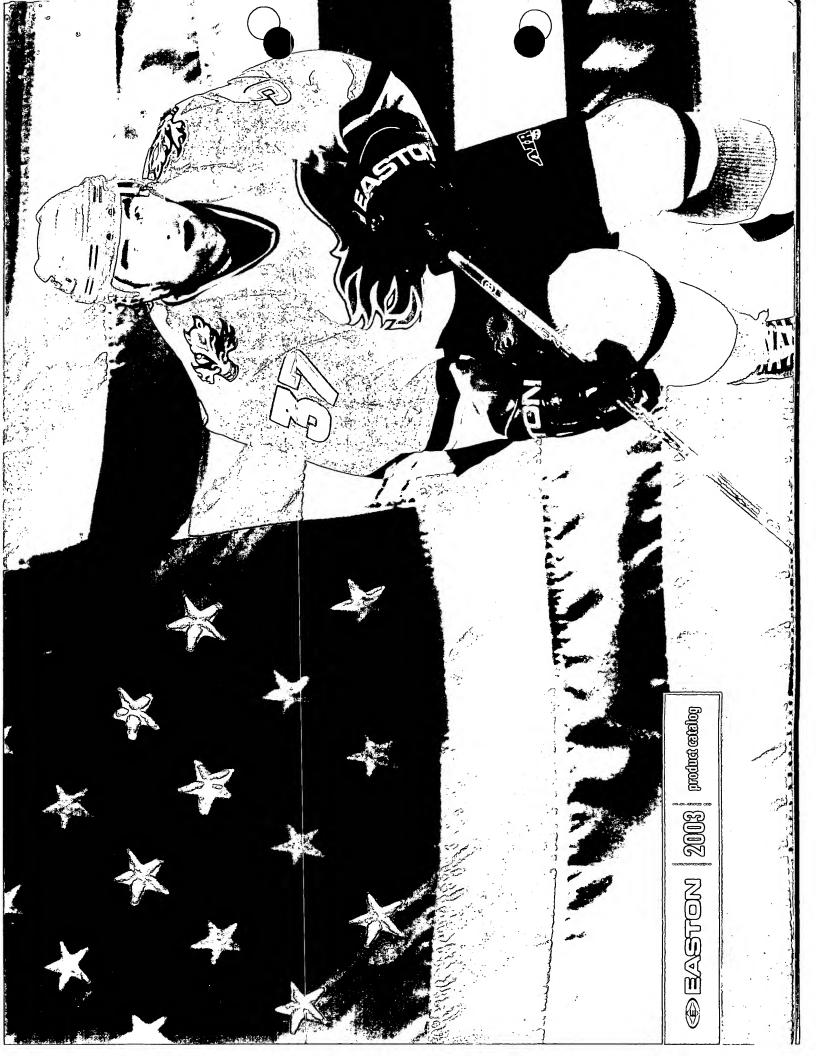
NOTE: Secure shin guard with the proper strap if it has not been builtin to the equipment

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**EASTON** 

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'9-e-: **A11934 Y**eoman / **A119336** Sakar / **A119335** Mediano **/ A119337** Fidskens / A11**9339** Shanahan **A11933**6 (mrtg / **A11934**0 tgjeda

» Low-stick binde design » Pro-spie earboit construction

: Propressor stractural design p. Gigs. this blade yedmotry . Hys hat theft placement formulation

Saureh Shift s

features:

> Design ave point de frappe has > fabres ilon à base de carbonn Presspec > Design streeturel unique > déuniètie de la lame ultra minee 145 grammers



:



A + A119342 Sabre / A119343 Madann / A119344 Drung

(MEM)

Perfores:

.5.11111117.1.1

. ton-tick blade derign

· Proprietant structural design

s filtes than blade greencing.
Ben has melt attachment furmatatum.

· 1:40 grums

o Geometrie de la larre altas mine > 140 gramans

> Drsign structurel unique

o Design over point de frappe has o faturation à hase de tarbone Prospes

Set Pulling | Safe has









1. A119346 Perunan b. / A119345 Madano b.

Profess :

. Low-tick blade design

Pro-spet carbon construction
Proprietary structural design
Vitte thin black appointing
Vitte Avoi melt attechment formulation
Vitte Avoi melt attechment formulation
Vitte Avoi melt attechment formulation

frames.

Design avec point de frappe dus
 Fabrication à date de Larbore Pro-spec
 Design Strotteret unique

• Geometrie de la Lame vitra-minor • 110 grampes

( MEMM)



# 2-Carbon/ 2 Carbon Jr. **Canadata**

-u, A119301 Creman / A119303 Sakie / A119308 Medani / A119302 Endstron / A119304 Sharahan / A119359 Duriy A119328 Freneric & A119326 Medano Fr.

PATENTED

2300 CS:

· Pro-specemben cardinism

» froprietary strutural design » Proprietary Paamovie freus. Hen<sup>ele</sup> zme » Ultar min blade geometry

s fabrication à deze de carbone Pro-sper

Design straturel unique
 Lore unique aret point d'inflema (exalisé paradolique (focus film")
 Géométrie de la lang ultra-minre

155 grammer(1) to grammer le.



contracting bank in



A119204 Victiman / A119314 Sakie / A119309 Ugilang / A119206 Lifstoan / A119108 Shanaban A119158 Terriman B. / A119307 Shanaban D.

| Pativies:
- Mylar refolances Aramid construction | Pativiesmos a bene d'armide rentairee de Mylar
- 175 gramsés 160 grams Ir.

Últra Graphíte



-- A119202 Vermins / A119312 Satur / A119310 Modana / A119201 Infanços / A119313 Safur diam

Fraimer

Graphin interfort traided sack

forthises, sometaphie configurement sever positions of parameters.

# Hybrid Synthesis 🚄







Sku: A119331 Yzerman / A119334 Sakic / A119330 Modano / A119333 Shanahan / A119332 Drury

Features:

> 100% graphite blade construction

> Low-kick blade design
> New, 350 degree Lock joint
> New hot melt attachment formulation
> Mylar reinforred fiber braid
> EPX-T hybrid hosel

160 grams

Features:

> Lame fabriquée de graphite à 100%

Design avec point de frappe bas
 Nouveau! Blocage du joint à 360 degrés
 Tresse de fibres renforcée au Mylar
 Tuyau hybride £PX\_T

> 160 grammes









Sku: A119350 Yzerman / A119351 Sakic / A119348 Modano / A119349 Shanahan / A119347 Drury

Features:

Features:

> 100% graphite blade construction
> New, 360 degree Lock joint
> Mylar reinforced fiber braid
> EPX multi-lami hosel

HYBRID

Tuyau multi laminé EXP

 Nouveau! Blocage du joint à 360 degrés
 Tresse de fibres renforcée au Mylar Lame fabriquée de graphite à 100%

> 175 grams

175 grammes







Lame fabriquée de graphite à 100%
 Nouveau! Blocage du joint à 360 degrés
 Tresse de fibres renforrée au Mylar
 Tuyau de noyer de haute qualité

> 100% graphite blade construction > New, 360 degree Lock joint > Mylar reinforced fiber braid

High grade hickory hosel195 grams/165 grams Jr.

Features:

Features:

195 grammes/165 grammes

Sku: A11935 Yzerman / A11936 Sakic / A119353 Modano / A119354 Shanahan / A119352 Drury / A119324 Yzerman Jr. / A119323 Modano Jr.

Hybrid Pro/Hybrid Jr. 🔏



TYBRIO



### Fibre Plus

Sku: **A119154** Sakic / **A119164** Modano / **A119117** Shanahan

Features: Features:

> Fait à la main > Handcrafted> 525-K Aramid system> Graphite/glass hosel

Système à base d'aramide 525K
 Tuyau à base de graphite et de verre

### Lami

Sku: A119156 Yzerman / A119163 Modano / A119155 Lidstrom / A119121 Shanahan

> Handcrafted Features:

> Fait à la main

Système de bois 525-10Tuyau multi laminé EXP > Wood 525-10 system > EPX multi-lami hosel



Sku: A119146 Roenick / A119149 Yzerman / A119165 Sakic / A119162 Modano / A119145 Lidstrom / A119123 Shanahan A119150 Yzerman Jr. / A119144 Sakic Jr. / A119168 Modano Jr. / A119102 Shanahan Jr. (A119170 P23 / A119169 P4 A119172 P23 Jr. / A119171 P4 Jr. Europe Only)

Features:

Features: Handcrafted

> Handcrafted > Fait à la main > High grade hickory hosel > Tuyau de noyer de haute qualité





Sku: A119136 Yzerman / A119135 Yzerman Jr.

 > Hybride de bois et de ABS
 > Tuyau de noyer de haute qualité Features:

Features:







Sku: A119130 Shanahan / A119105 Shanahan Jr.

Features: Features:

> Palette de fibres et de ABS > Tuyau de noyer de haute qualité > ABS/fiber paddle > High grade hickory hosel



SHAMANAN LIDSTROM MODANO DRURY SAKIC SHAMAHAN JR. YZERMAN JR. MODANO JR, SAKIC JR. YZERMAN ROEHICK Θ Ò C 0 Ö 到3000000 Ð CITETATION CONTRACTOR CTTB ANTERVACES.S. CHEETBY SHOWN SERVICES. VILLETTO Commoderies COURTED DAMPS (CONTRACT) COLUMN WARM CHOSEN CITEDIAN COMPANDEN COULT CHAMPER OF CO Unditto-rappin WOOD BLADES もほうかりりゃりり細胞的面

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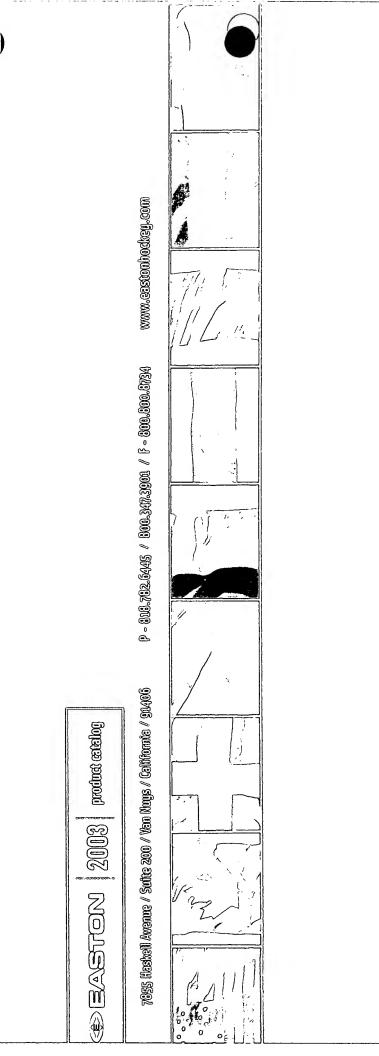
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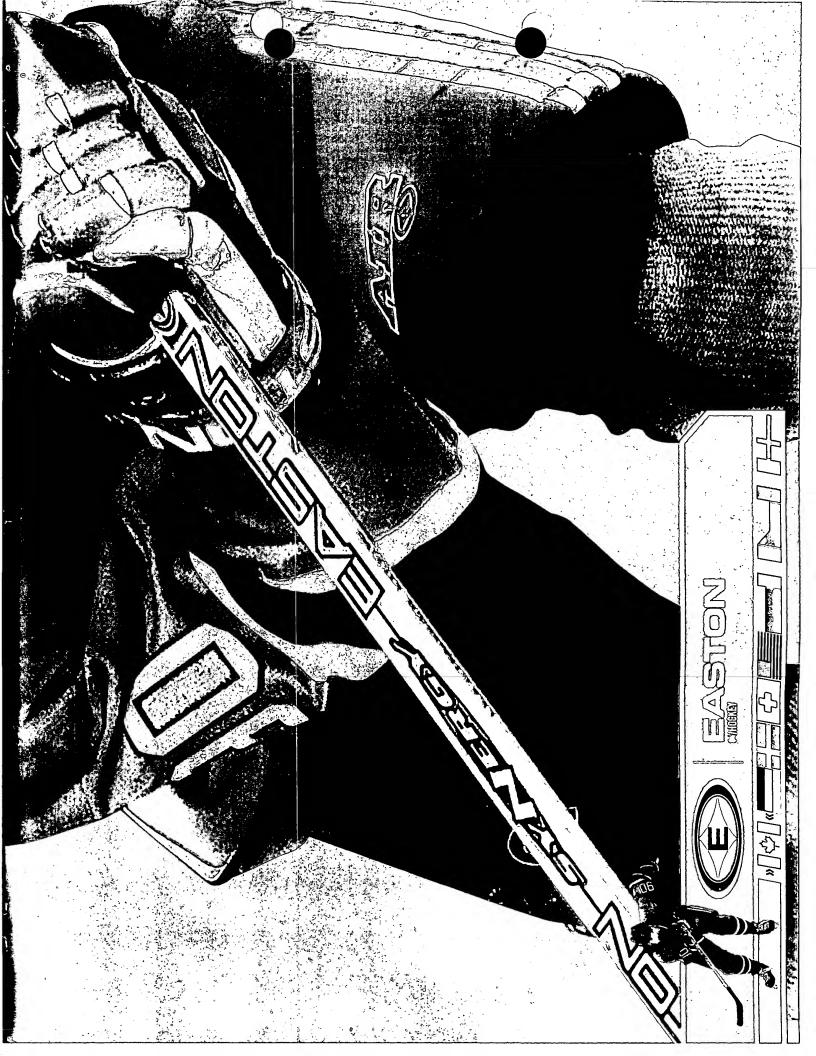
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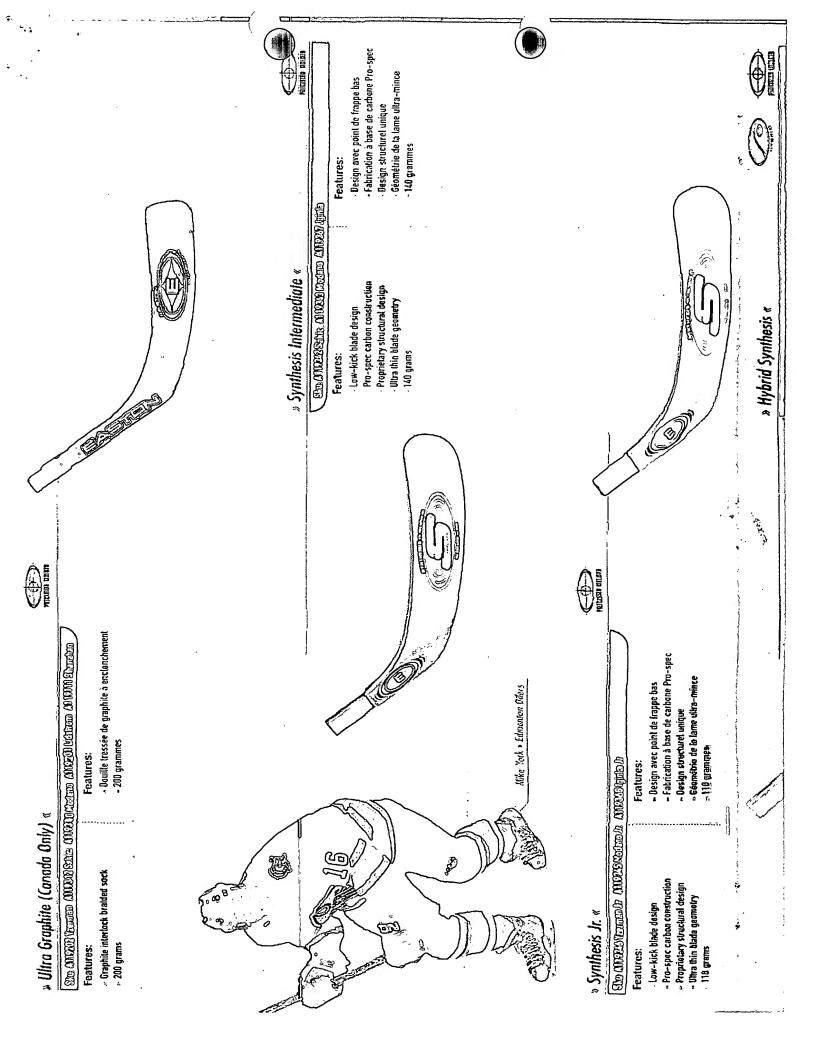
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CINTINGIA BANGAGET CHICKING BORN DER CONTINUE CONTINUES TELEPTON OF WARFELL COMPOSITE BLADES COCOCO Same CICIO RIGHT (PSA) CONTROL (PORTOR PARA) CO Blassoft in COO Statement of the Coo Statement o ුලේ පැයු පල පළ පු පු පි පි

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|--|--------------------------|--|------------------------|------------------------|-----------------------------|---|-----------------------------|---------------------------|----------------------------|--------------------------|----------------------------|-------------------------|-------------------------|------------------------|--------------------|--|-----------------------|----------------------|--------------------|-------------------|--------------------|-------------------|---------------------|-------------------|------------------------|-----------------------|---------------------------|---------------------------|---------------------------|---------------------------|--------------------------|---------------------|-----------------|-------------------|--|---------------------|------------------|-----------------|------------------|------------------|--------------------|----------------|---------------|-------------------------|----------------|------------------|---------------------|---------------------|-----------------|----------------------|----------------------|---------------|-----------------------------------|-----------------------------|-------------------|
| Longueur Matérias Mat | Gradule/Aramo            | Graphite/Aramid.                               | Graphite/Armid         | Graphte/Aramid         | Graphite/Aramin/Grip        | Graphite/Aracid/Grip<br>Graphite/Aracid/Gon | Graphite/Arama/Grip         | Graphne/Aramid/Gnp        | Graphne/Aramd/6rp          | Grachite/Aramid/Grip     | Graphite/Aramid/Eng        | Committee/Aramid/Grip   | Graphite/Aramachus      | Segunte/Aramid-Eng     | Graphite/Aramid    | Grapmie/Aramid   | Graphite/Aramid       | Staphire/Aramio      | braphie/Aramid     | Crachite/ Samid   | Graphite, A'amd    | Graphite/Aramid   | Graphite/Asamd      | Graphic/Aramid    | Graphite/Aramig/Grap   | Graphite/Aramd/Srip   | Graphite/Aranid           | Graphite/Aramid           | Aramic/Carbon/Glass/Enp   | A-amid/Larbon/Glass       | Stamid/Carbrev/6lass     | Graphie/Aramid/Grap | Graphite/Aramid | Graphite/Aramid   | Graphie/Aramid/Grip                    | Graphie/Aramid/Grap | Grapmer Aramid   | Graphite/Aramid | Grapmte / Aramid | Ciaprate/Aramie  | Graphite/Aramid    |                |               | Carpon/Class            |                | 9                | Grachate Named      | Graphie/Aramid      | Graphic/Glass   | braphite/Aramofoless | Aramid/Glass         | AramaChras    | Carpor/Glass                      | CarpovGuss                  | (arean/Sluss      |
| tength<br>tungantener  | 25                       | L.,  | 3                      | 2 %                    | 95                          | 93 12                                       | 8 8                         | 95                        | 92,                        | 93. 5                    | <b>9</b> . 1               | e 4                     | × 19                    | . %                    | 55                 | 22   | 20                    | æ :                  | * 5                | 3 5               | 8                  | 95                | 9 1                 | s t               | 2 2                    | · 3.                  | 3                         | z                         | ÷ 0                       | - 54                      | 7                        | CA C                | : 01            | TA :              | 8 9                                    | . 2                 | s                | <b>S</b> . 5    | · 3.             | 9.               | 9, 9               | S              | 5.            | 7 9                     | 2              | 5                | 8 5                 | . 5.                | \$              | <b>c</b> :           | ; 🗢                  | <b></b>       | <del></del>                       | - <del>-</del>              |                   |
| Weight<br>Paids  | 3 3                      | Ş  | \$ <b>\$</b>           | \$                     | 455                         | \$ \$                                       | \$                          | 455                       | \$\$                       | ž.                       | £ :                        | ş ş                     |                         | . £                    | <u>2</u> ,         | 450  | \$20                  | \$                   | \$ §               | . 2               | 25                 | 95,               | \$                  | \$ £              | 3 3                    | ş                     | \$                        | 415                       | g %                       | 3 25                      | 88                       | £ \$                | 9               | 8                 | 2 2                                    | 280                 | ž.               | £ 5             | 362              | 230              | 8 g                | 905            | 2 5           | 2 4                     | 23             | ž.               | 2 £                 | 2.2                 | ž :             | 8 2                  | £ £                  | 202           | z z                               | : £                         | 35.               |
| Wear   |                          | (m)  | o- a                   |                        | 6                           | <b>5</b> 0                                  |                             | -                         | 6                          | or. 4                    |                            | т. a                    | n u                     | 6                      | co.                | б.   | 6                     | 6                    | <b>.</b> .         |                   | 57                 | 0                 | o 1                 | , ,               | , 0                    | , p                   | •                         | ٠و                        | g, g,                     | . 6                       | ٠ . د                    | o                   | , pr            | 3. 4              | . «                                    | , ec                | <b>a</b> u (     | <b>.</b>        | 6                | 5                | 5 ×                | 9.8            | 2.            |                         | 6              |                  |                     | -                   | ź. ·            | O1 -47               | . 60                 | a             | 52                                |                             | *                 |
| 1 S  | 2 2                      | 9 9  | 2 2                    | 2                      | 01                          | 9 9   | 9                           | 9                         | 9.                         | 2 :                      | 9. 9                       | 2 9                     | 2 2                     | 5                      | 2                  | 9  | 9                     | 2 :                  | 2 5                | : 2               | 2                  | 2                 | 2 5                 | 2                 | 2 9                    | 2                     | 9                         | 2 :                       | 9 5                       | 2                         | 2                        | 2 2                 | 2               | 2                 | on ~                                   |                     | 5 (              | o. 3            |                  | •                | . £                | 5 9            | ~ ;           | ç                       | 2              | 6                | an an               | 38                  | ٠ ;             | 2 0                  |                      | ¥:            | - '9                              | , e                         |                   |
| (taym) (GW) Rigidate Rigidate  | 100 Styff Flex           | 100 Stiff Flex                                 | 100 Stiff Des          | 100 Stiff Flex         | 110'04-Suff Flex            | 110 X2-5011 Flex                            | 110 XX -50ff Flex           | 110 XX-Suff Flee          | 110 At - Soft Flex         | 100 Stiff Flex           | 100 Still Hea              | 100 Stiff Slea          | 100 Stiff Flex          | 100 Stiff Flex         | 100 Stift Flex     | 100 Spitt flex   | Joo Soff Flex         | 100 Stiff Fee        | 100 Stiff Elex     | 85 M-Stiff Der    | 85 W-Sutifier      | 05 th-Stiff Flex  | 85 la-Suff fler     | St. M. Suffiller  | 75 M-Sniff Slex        | zy Mi Stati elev      | 75 MSuft Fley             | 75 V-Stiff Res            | So Sout Ne                | SD Stiff Flex             | So Shiff Fire            | 100 Suft Flex       | 100 Stoff Flex  | 85 td. Staff Fies | 1:0 5:1# 5:0                           | 85 W-Saiff fees     | 110 XX-Saff Flex | BC M-Spill Flex | 110 XX-Suff Pres | 100 Sett flee    | 110 of Suff Sies   | 100 Staff Fles | 80 M Starties | 60 W-Satt Flex          | 75 42-524 Fig. | 75 W- Staff Fig. | System ner          | 70 M-Still Fier     | 70 M-Stiff Flee | 20 miles             | 53541160             | 55 52 75 160  | 45 M-Staff Per<br>60 Staff Fig.   | W-Suff Flex                 | 45 W-Snn (1e) b h |
| Mocel<br>Modele<br>Greenus Silicate intition of the second   | Surengy Si-Core tadstrom | Spreedy Str Core Saute                         | Spergy St. Core Modano | Sunergy Si-Core Drury  | Synergy 110 Grip ignila     | Sunergy 110 Grip Sakte                      | Synergy 110 Grip Snandhon   | Synergy 110 Grip Modano   | Strengy :10 Grip Drung     | Supergy 100 Grap lightla | Sprengy 100 only clostrain | Supress 100 for Shankin | Synergy 100 Grip Medano | Sanerqy 100 Grap Drury | Sgnergy 100 Ignila | Sunergy 100 tidsirom   | Synergy 100 Sakic     | Sanergy 100 Shananan | Sunergu 100 Druru  | Synerpy 85 tgrita | Synergy 85 Lidston | Sprengy 85 Sakit  | Samergy 85 Shanaban | Sinergy 63 Autono | Symetry Grip 75 Modans | Senergy Grip 75 Savi: | Sunergy 75 Matano         | Syneagy 75 Sabu           | Ju Synergy Sno 50 Tzerman | Jr. Sycergy 50 Modamo     | II. Synergy 50 Yeeman    | Surthesis Grap 300  | Synthesis 100   | Synthesis 85      | Z-bubble 100 Grip                      | Z-Bupple 85 Grip    | I-Burbue 110     | 7-Eubat- 160    | Ultra tute 110   | Wheather too     | Gos int 1:0        | Ges tue 100    | Typhogn &U    | E-flex Verman Composite | Synthesis 75   | 7-Buttle 75 Grip | Lytione Garchite 95 | Euclone Gaghitte 10 | ighten K        | In 7-Bubble Gra Sto  | Jr. 2-Bubble SG      | B Witz ine SS | Jr. igshoon 45<br>Ir Ultra Carbon | n. L. fles Yerman Composite | 1-19 Composite    |
| Ī  |                          |  |                        |                        | - 7                         | 3   | N. S.                       |                           |                            |                          |                            |                         | 23                      |                        |                    |  |                       |                      |                    |                   |                    |                   |                     |                   | S                      | ICK                   | ISI                       | n                         | 031                       |                           | D)                       |                     |                 |                   |  |                     |                  | 8               | loc 3/r          | 941              | 1011               | ES             | 3.4           |                         | <u> </u>       | M                | AIS<br>•            | 31.II               |                 |                      | 810                  | INO           |                                   |                             |                   |
|  | late.                    | nait   | nate<br>Nate           | nate                   | minate                      | mag:c                                       | minare                      | mrate                     | minate                     |                          |                            |                         |                         |                        |                    |  | alt                   |                      |                    |                   |                    | يو                |                     |                   |                        |                       | encer                     | lenet                     | Enge.                     | èncei                     | eneer                    |                     |                 | į                 | 940                                    |                     |                  |                 | Brid Sign        |                  |                    |                |               |                         |                |                  |                     |                     |                 |                      |                      | - EZ          |                                   |                             | _                 |
| Marenal<br>Marenau<br>Camon/Glass Caminale   | Carbon/Glass Laminate    | Carbon/Glass Laminate<br>Carbon/Glass Laminate | Carbon/Glass Laminate  | Carbon/Glass Laminate  | Burch Vencer/Glass Laminate | Birth Veneer/Glass Laminate                 | Bitth Vencor/Glass caminare | Buch Veneer/Glass Laminal | Ench Venees/Glass Laminati | Glass Laminals           | Clare taments              | Greek Laminate          | Slass Laminate          | Glass (aminate         | Glass Laminate     | Glass Laminair   | Carbon/Glass Laminate | Lardon/Gurs Laminate |                    |                   | Box (ore Lamnate   | Box Core Laminate | Box Core Laminate   | Glass Molited     | Glass Wolded           | Gass Moldes           | Aspen Care/Aircraft Venee | Aspen Care/Auroiast Vener | Aspen Core/Aucrafi Vener  | Aspen Core/Aircraft Vence | Aspen Core/Arcraft Yener | 3-34, honz          | 13-ply Horiz    | 13-pig Ven        | ASpen Core/Olass Weiged<br>13-3ly Horu | ABS WOCC            | 295 Wood         | 13-blg ven      | 2 Min 177        |                  | elalp.             |                |               |                         |                |                  |                     |                     |                 |                      |                      |               |                                   |                             | _                 |
| 3  |                          |  |                        |                        | 911                         | 1 40  | 37.6                        | Buc                       | 34G                        |                          |                            |                         |                         |                        |                    |  |                       |                      |                    |                   |                    |                   |                     |                   |                        |                       | 354                       | ¥ .                       |                           | Asp                       | Veb                      |                     |                 | -                 |  | ·                   |                  |                 |                  | _                | E d                | [<br>          | Orați         |                         |                |                  | Ž.                  | 5 5                 |                 |                      |                      |               |                                   |                             |                   |
| Length<br>Longueur<br>63   | 8 8                      | នន   | 8 22                   | <u>6</u>               | <b>ន</b> រ                  | 3 <b>5</b> 3                                | 5                           | ß                         | 55 S                       | 2 5                      | 2                          | 3 &                     | : 23                    | 9                      | 9                  | 9  | <b>B</b> :            | ж (                  | 2 5                |                   | .8                 | 2                 | 8.5                 | 3 4               | 8.                     | 9                     | 585                       |                           | S 85                      | 58.5                      | 28.5                     | X 54                | , ;;            | æ 1               | 8 04                                   | 2                   | S. :             | ÷               | Wad- Heel 3/9    | 1                | Moderno            | Wodano fr.     | Mosano        | Modano Jr.              |                | Montholy         | Mocene              | Kocano              | A OTABOM        | Modana               | Madana               | Medano Jr     |                                   |                             |                   |
| Curve  | Sekre                    | Yzerman  | inghan                 | Moderno                | E OUS                       | Yzerman                                     | Diani                       | Shanaman                  | Modimo                     | Sucstrom.                |                            | Delfa                   | Standan                 | Mooann                 | Klodano            | îm:0   | dano                  | Yzermán              | Tzerman            | Modano            | Shanchan           | - Sakic           | Lidstrom            | Shanaban          | Sabr                   | Hidstram              | Vernan                    | ž,                        | Modern                    | Treman                    | Vodane                   | Stonatus            | Modano          | Тепал             | Trends.                                | nattan              | Shenahan         | naban           | Cot piA          | 1.65.5<br>1.65.5 | <b>3</b> 3         | Yerman Jr.     | Sabu          | freman);                | Yreman Jr      | 5 st. (          |                     |                     |                 | žik                  | ž                    | Sale it       |                                   |                             |                   |
|  | -                        | 2 -  | * &                    | ¥                      | <u> </u>                    |   |                             | 3                         | ¥ .                        | 5 -                      | · · · ·                    |                         | · , g                   |                        | 274                | -  | ž :                   | 2 :                  | 4 2                |                   | å.                 | <u>~</u>          | e :                 | · 3               |                        | 110                   | ij.                       | ~ {                       |                           | £                         | š .                      | # 3                 |                 | 2.                |  |                     | 3 3              | eg.             | Kito ji 4        | 1455             |                    |                |               |                         |                |                  |                     |                     |                 |                      | Reench               |               |                                   |                             |                   |
| (lb/m)<br>(lb/m)<br>Report   | 110 XX-Strif Flex        | 110 XX-Strifflex                               | 110 XX-Striff Flex     | all high the Stiff fle | 100 Solf Flex               | 100 Stiff Flex                              | 100 Suff Hes                | 100 Snff Fler             | 100 Stiff Flee             | 95 Saff Flex             | ran mis sp                 | 95 Staff Flex           | 95 Suff Flex            | 55 Suff Flex           | 20 M- Stiff Flex   | 70 M-Stiff Fles  | 65 Staff Flex         | 65 Striff Figs       | SO M-Suff The      | 105 X Stiff UFes  | 105 x Stuff (Fea   | 105 X Snff LFex   | 105 X Soft UPon     | 100 5011 Flex     | 300 Stiff Flex         | 100 Stiff Flex        | 95 Stiff Rex              | 95 Stift Flex             | 95 Shift Per              | 70 W-Suff Flex            | 70 M-Stiff Flex          | So ta-Stiff Flex    | 60 W-Suff Flex  | 45 ld-Strif fles  | Pro Suff                               | Power Res           | Power fier       | Power Flex      | in ya            | fre b            | Shanahan           |                | Sharahan      | 2 100                   |                | unanny.          | Shratan             | e range             |                 | nedeneds             | Charatan<br>Charatan | d merchand.   |                                   | Standhan                    | 'A strabble P     |
| , n  | Hyteria                  | Hybrid   | Pupus                  | High                   | Hybrid                      | ayone<br>Arbrid                             | Hubrid                      | Hybrid                    | High                       | fund                     | ran i                      | out.                    | o drain                 | puth                   | puch               | pret   | phrid                 | that                 | o didi             |                   |                    |                   |                     |                   |                        |                       |                           |                           |                           | cdiate                    | adair.                   |                     |                 |                   |  |                     |                  | ,               | 1469 172         | 25 at            | Lidstrom           |                | Lidston       | and and                 |                | I KINTOR:        |                     |                     |                 |                      | menspr.              |               |                                   |                             |                   |
| Model Vodele Z-Carbon 110 Hubard   | 2-Carbon 110 Hybrid      | Z-Carbon 110 Hybrid                            | 2-Carbon 110 Hybrid    | 2-Carbon 110 Hybrid    |                             | I-Carton 100 Hybrid                         |                             |                           |                            |                          |                            | Bush Shuster-7-7        | Z-Carbon CS. Mubrio     | 2-Carbon 95 Hybrid     | Z-Carbon 70 Hybrid | Z-Carbon 70 Hypard   | 2-Carbon 65 Rybrid    | Z Carbon 55 Hybrid   | oración os nomes-2 | att cate          | allo cuig          | Ultra tille       | Utya Lite           | Figure Life       | Fibre Lite             | fibre (ne             | Chssrc                    | Cussic                    | Clesse                    | Classic Intermediate      | Classic Interm           | Classicir           | Classir Ir.     | Classic Youth     | 2-ABS to                               | Ultra ABS           | Ultra APS Jr     | Ultra ABS Youth | 91-6 Pire        |                  | Tzerman<br>Tzerman |                | treman        | ,                       | Shanahan it.   | Yateman          | frent an            | Tremen              | A namar,        |                      | Treman               | Yearsay       | Teman                             | i uruzi,                    |                   |
|  |                          | 7  | C                      |                        |                             |   |                             |                           |                            | ののは                      |                            | Ţ <sup>®</sup>          |                         |                        | /3                 | 1  |                       |                      | Ÿ                  |                   |                    | *                 |                     | 1                 |                        |                       |                           |                           | eso V                     |                           |                          |                     |                 |                   |  |                     |                  | BUADES          |                  | ů.               | Synthesis St.      | Spathesis ir.  | 1-Curbon      | b. 2-Carbon             |                |                  | 82                  | Hybrid Lam Ph.      |                 | 29 Fiber Plus        | Parit                |               |                                   | 1.485                       | 1,18              |







## » Hybrid Synthesis «

Sine Anneed Vermen Anneed eathe Anneed Worland Anneed Shanehan Anneed Drun

### Features:

- » 100% graphite blade construction
  - » Low-kick blade design
    - » New, 360 degree Lock joint » Mylar reinforced fiber braid
      - » EPX-T hybrid hosel

» 160 grams

» Lame fabriquée de graphite à 100%

Features:

- » Nouveau! Blocage du joint à 360 degrés » Design avec point de frappe has
- » Tresse de fibres renforcée au Mytar
  - » Tuyau hybride EPX-T » 160 grammes

» Hybrid Lami «

# Stra. Mickey Verman Mickey Selthe Mickey Mickey Shanehan Mickey Duny

### Features:

- » 100% graphite blade construction
  - » New, 360 degree Lock joint
- » Mylar reinforced fiber braid
  - » EPX multi-lami hosel

» 175 grams

# » Tresse de fibres renforcée au Mylar

## » Nouveau! Biocage du joint à 360 degrés » Lame fabriquée de graphite à 100%

Features:





### » 175 grammes

# » Hybrid Pro, Hybrid Jr. «



# Nytrideno Stra. AMEETS Veramen. AMEETS Seitte. AMEETS Verland. AMEETS Shenehan Nytridela Stra. AMEETS Veramenela. AMEETS Veolemoela

### Features:

- » 100% graphite blade construction
  - » New, 360 degree Lock joint
    - » Mylar reinforced fiber braid
      - » High grade hickory hosel » 195 grams/165 grams Jr.
- » Tresse de fibres renforcée au Mylar » Tuyau de noyer de haute qualité

» Nouveau! Blocage du joint à 360 degrés

» Lame fabriquée de graphite à 100%

Features:

## » 195 grammes/165 grammes



### » Fibre Plus «

# Sim Mines Settle Anonce Woold Anonto Stenetran

- Features:
- » Handcrafted
- » 525-K Aramid system
- » Graphite/glass hosel

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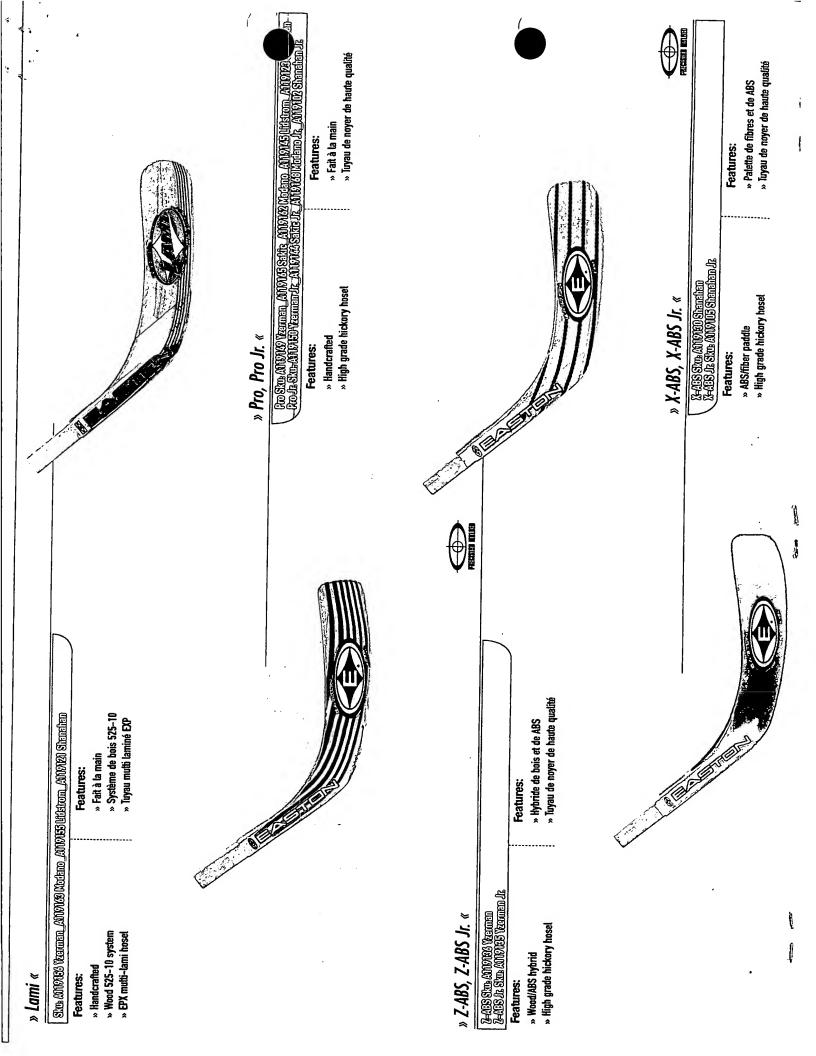
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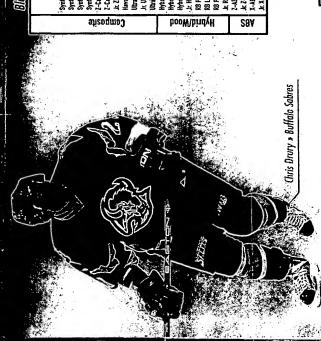
» Fait à la main

Features:









| Mid-Heel 3/8 Heel 1/2 | 12 mm        |          | _                     | and Drury     | _              | re Jr.        | ane one          | and Druny | 10 Jr.      | ana      | gua        | _              | £             | _                  | ano Druny      | ano           | 1, 12             | ano           | ano      | ano      | (adeno Jr.   |         |             |          |              |
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| _                     |              |          | Medane                | ¥             | Medano         | Modene Jr     | Medano           | Modano    | A custoM    | Modano   | Modero     |                | Moderno       | E E                | N Sec          | <b>20</b>     | Modano Jr.        | Modano        | Medano   | Modano   | _            |         | _           |          |              |
| M1172                 | Lfam<br>mm21 | 1 to 5.5 | Sakic                 | Sakic         | Sakic          |               | Satic            | Sakic     |             | Sakic    | Sakit      |                | Sakic         | Sakir              | Sakir          | Sakic         |                   | Sakir         |          | Sakic    | Sakir J.     |         |             |          |              |
| Toe 3/4               | 18 mm        | P P      |                       | Shamahan      |                |               |                  | Shanahan  |             |          | Shamahan   |                | Shanahan      | Shanahan           | Shanahan       | Shanahan      |                   | Shanahan      | Shanahan | Shanahan | Shanahan Jr. |         |             | Shanahan | Shanahan Jr. |
| Heel 1/2              | 12 mm        | Lie 5.5  | Lidstrom              | Cidstrom      |                |               | Liestrom         | Lidstrom  |             | Lidstrom | Lidstram   |                | Lidstrom      |                    |                |               |                   |               | Lidstrom | Lidstrom |              |         |             |          |              |
| Mid 9/16              | 15 mm        | Lie 6    |                       | Yzerman       |                | Yzerman Jr.   |                  | Yzerman   | Yzprmzn Jr. |          | Yzerman    | Yzerman Jr.    | Yzarman       | Yzemsan            | Yzerman        | Yzerman       | Yzorman Jr.       |               | Yzerman  | Yzerman  | Yzerman Jr.  | Yzerman | Yzerman Jr. |          |              |
|                       | Series       |          | Synthesis Si-Care Sr. | Synthesis Sr. | Synthesis Int. | Synthesis Jr. | Z-Carbon Si-Core | Z-Carbon  |             | Havoc    | Ultra Life | Jr. Ultra Lite | Utra Graphita | Hybrid Symbesis RB | Hybrid Lami RB | Hybrid Pro RB | Jr. Hydrid Pro RB | RB Fiber Plus | RB Lami  | RB Pro   | Jr. RB Pro   | Z-ABS   | SBY-2 XF    | X-ABS    | Jr. X-ABS    |
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|     | Product | Model         | ALL / SXX  | TI SX        | SIP         | E E            | 9/1           | XL / TG        |
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| _   | Parts   | Synergy       |            | 46 (28"-30") | CZE0E) 87   | CMC-75) 05     | 52 (34"-36")  | (3638)         |
|     | Pants   | Ę             |            | (.0002) 97   | CZC-,0C) 87 | CAC-750 02     | C97-762       | - 90 TS        |
| _   | Parts   | Air Junior    |            | C42-22 001   | L9292) 021  | C8292) 091     | CM-727 091    | 188 (30" -32") |
| _   | Parts   | Air Women     | C82-921 15 | 16 (27 - 30) | LB (30°-32) | (7KZE) 05      | 52 (34-367    | .ec92) %       |
| _   | Parts   |               |            | 46 (2B-30)   | CZE-30) 87  | (M-72) 02      | 52 (34-36)    | CR-30.3        |
|     | £       | Utra Lite Jr. |            | CX2-22) 001  | L9292) 021  | 140 (26'-28")  | 160 (28"-30") | 180 (30" -32") |
|     | Parts   | X-Treme       |            | Cat-32) 97   | 18 (30-32)  | S0 027-347     | 52 (34"-367   | St. 5838.      |
| _   | Sme     | X-Treme Jr.   |            | (22-22) 001  | L9292) 021  | (140 (26"-28") | 160 (28"-30)  | 180 (37 - 37)  |
| 1 - | Parts   | Octans        |            | 46 (217-317) | 48 (30-37)  | CM-70 02       | 52 (34'-34)   | 54 (34"-38")   |
| _;  | Parts   | Octama Jr.    |            | 100 022 -247 | L92-52) 021 | T40 (26"-287)  | 160 (28-307)  | CX-70) 081     |
|     | Parts   | Synergy TTH   |            |              | (S)-(S)     | (32-22)        | (37-36)       | (287-307)      |
|     | Parts   | Referee       |            |              |             | (32-34)        | (34-36)       | C85-387        |
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Ultra Lite X-freme Synergy YTH Ulfra Life Pro

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| Sign   | Model      |
| Sugara | Product    |

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teel 1/2 12mm 12mm Lie 5.5 Dhury Onury

Mid 1/7 12 mm Lie 5.5 Sakie Sakie Sakie

loe 3/4 18 mm Lie 6 Shanahan Shanahan

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| <br>Product       | VeboM                                    |       |             | 퍞           | Height |      |
|-------------------|--|-------|-------------|-------------|--------|------|
| Preduit           | Models                                   | 34.46 |             | 4.10-5.6    |        | 9-85 |
|                   | Chest Size                               | 2428  |             | 28-37 37-36 | •      | 7 5  |
| Shoulder Ped      | Synergy                                  |       |             | s           | ¥.     | ₹    |
| <br>Shoulder Pad  | :2                                       |       | Jr. S-Jr. M | Jr. L-S     | ¥-5    | ī    |
| <br>Shoulder Parl | 1 call call call call call call call cal |       | 1. S-L: M   | Jr. L-S     | ¥-5    | Ĭ    |
| Shaulder Pad      | X-Treme                                  |       | Jr. S-Jr. M |             | ĩ      | ₹    |
| Stoodder Pad      | Classic                                  |       |             |             | 7.     | Ĭ    |
| Shoutder Pad      | Octano                                   |       | Jr. S-Jr. H | Jr.1-S      | Y.     | ī    |
| Shoutder Pad      | Synaergy TTH                             | ₹     | _           |             |        |      |
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| 퍞     | 4.10-56 | 37-36                  | S            |              | J. L-S       |              |              | Jr.1-S       |             |
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|       | 3.75    | 2428                   |              |              |              |              | _            |              | ¥,          |
| Modey | Models  | Chest Size             | Synergy      | ₹            | 1 cm         | X-Trems      | Classic      | Octane       | Synergy TTH |
| 77    |         |                        | 38           | F            | P            | Z            | F            | Pad          | Z           |
| Produ | Preduit |                        | Shoulder Pad | Shoulder Pad | Shoulder Pad | Shaulder Pad | Stoodder Pad | Shoutder Pad | Shoutder    |

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|         | 31.4    |            |            |            |            |            | ٠           |
|         | 34-38   |            |            |            |            |            | 8           |
| Model   | Madele  | Synergy    | 4          | 3          | X-freme    | Octan      | Synergy TTH |
| Praduct | Preduit | Shin Guzrd | Shin Guard | Shin Guard | Shin Guard | Shin Guard | Shin Guard  |
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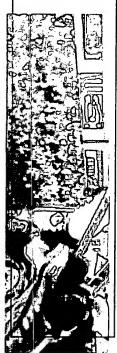




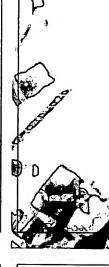
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#### The U.S. Hockey Stick & Replacement Blade Market THE MAN THE CONTRACTOR STATES OF THE STATES





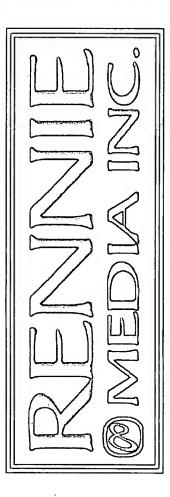






## Sales for the 2003 Season

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#### & Replacement Blade Market The U.S. Hockey Stick

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# Sales for the 2003 Season

| SALES SUMMARY  Total Sales Shipped January 1, 2003 Through December 31, 2003  2003 Sales Compared to 2002 Sales  Historical Sales Summary  HOCKEY STICK AND SHAFT SALES  Conventional Wood Sticks – 2003 Sales  Graphite or Composite Sticks and Shafts – 2003 Sales  Aluminum Sticks and Shafts – 2003 Sales  Conventional Wood Sticks – 2003 Sales  Conventional Wood Sticks – 2003 Sales  Graphite or Composite Sticks and Shafts – 2003 Sales  Graphite or Composite Sticks and Shafts – 2003 Sales  Graphite or Composite Sticks and Shafts – 2003 Sales Compared to 2002 Sales  Aluminum Sticks and Shafts – 2003 Sales Compared to 2002 Sales  Summary of Hockey Stick and Shaft Sales – 2003 Sales Compared to 2002 Sales  Summary of Hockey Stick and Shaft Sales – 2003 Sales Compared to 2002 Sales | . 21<br>13<br>13<br>13<br>14<br>15<br>15<br>17<br>18<br>18<br>18<br>18<br>18<br>18<br>18<br>18<br>18<br>18<br>18<br>18<br>18 |
|--|--|
| Total Sales Shipped January 1, 2003 Through December 31, 2003  | 25   |
| iotal sales shipped January 1, 2003 Through December 31, 2003  | \$7  |
| Total Sales Shipped January 1, 2003 Through December 31, 2003  | 25   |
|  |  |
| REPLACEMENT BLADE SALES  |  |
| Summary of Hockey Stick and Shaft Sales – 2003 Sales Compared to 2002 Sale   | 23   |
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|  |  |
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| Summary of 2003 Hockey Stick and Shaft Sales   | 15   |
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| Historical Sales Summary   | 9  |
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| Total Sales Shipped January 1, 2003 Through December 31, 2003  | m  |
| SALES SUMMARY  |  |
|  |  |

not mixed. The U.S. Hockey Stick & Replacement Blade Market - 2003 Sales Backey Stick & Replacement Blade Market - 2003 Sales Backey Tel 705.445.7101 • Toll Free 1.866.527.740 • Fax 705.445.8650 • www.rennies.net

**April 2004** 

#### The U.S. Hockey Stick & Replacement Blade Market

Sales for the 2003 Season

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#### **GOALIE STICK SALES**

30

Total Sales Shipped January 1, 2003 Through December 31, 2003

2003 Sales Compared to 2002 Sales

## **Methodology and Supplier Participation List**

THE PARTY OF THE P

sticks sold in the U.S. market. Suppliers were asked to provide data on stick and blade sabas delivered during the 2003 calendar year (Lanuary 1st to December 31st, 2003). Shipment data includes product shipped to U.S. retail accounts only and is reported in U.S. dollars. the Market Research Group of Bervie Media Inc. circulated question wires to all key suppliers of backey sticks, replacement blacks and goalie

Suppliers returned each "individual company" questionnaire to Gaviller & Company LLP Chartered Accountants. The accounting tern consolidated all Tridiviblent company" data into ast inclusing wide report. This report was americal and published by Reunia Madia Inc. on April 19, 2004. This report is presented in a formal that allows participating companies to casculate their market strare in various stick and blade categories. Each company can also compare their average costs with the industry-wide averages. And tinath, 2003 sales are compared with 2002 sales

#### 2000 Participating Suppliers

- Basier Neke Hockey USA Inc
  - Bright's Cassom Pro Mig-
    - Easton Sports

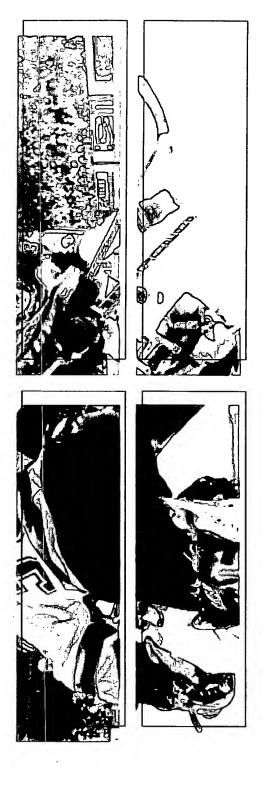
    - innovative Hockey Inc. Hespeler Hockey
- ITECH Sport Products Inc. စ်∾ေလာတ်၌
  - Mission Hockay
  - Montread Hockey Co.
- Sharwood-Drofel Corp. Ltd. The Hockey Company

#### 2002 Participating Suppliers

- Bauer Nike Neckey USA Inc. Brian's Custorn Pro Mig
- Easton Sports
- Frankin Sports
- Hespeter Mcckey
- Innovative Hockey Inc.
- TECH Soon Products Inc
- Louisville Hockey
- Mission Hockey
- Montreal Hockey Co
- Sands Hockey Inc. Rockel Mockey
- Sterwood-Orollet Corp. Ltd.
  - The Hockey Company

#### Sales Summary

VARALLE CONTRACTOR CON



The U.S. Hockey Stick & Replacement Blade Market - 2003 Sales

# Total Sales Shipped January 1, 2003 Through December 31, 2003

#### (reported in U.S. dollars)

SOME THE PROPERTY CONTRACTOR OF THE PROPERTY CONTRACTOR OF THE PARTY CONTRACTO

| Dollar Marteel Share | 0003         2003         Our 2003           5ales         Total Sales         Total Sales | # # # # # # # # # # # # # # # # # # #         | 4 2%                     | %9'68                             | 9.7%                                | 13.0%                             | 2.7%                               | %0°0                  | 3,00                    | NyA                   | PATA                    |           |
|----------------------|--|---|--------------------------|-----------------------------------|-------------------------------------|-----------------------------------|------------------------------------|-----------------------|-------------------------|-----------------------|-------------------------|-----------|
| Option Spins         | 2003 Our 2003<br>Total Safes Tivial Sales  | \$ 9,004,132                                  | 3,417,527                | 32,017,473                        | 7,785,715                           | 10,441,404                        | 2.158,550                          | MIL                   | NII.                    | A'44                  | N.A                     | A 400 801 |
|                      |  | Hockey Sticks and Shafts<br>Adull Wood Sticks | Junior/Youth Wood Slicks | Adull Graphte or Composite Stroks | Junior Graphite or Composite Sticks | Adull Graphts or Composite Shudis | Junor Graphite or Composite Shafts | Aduli Ataminum Sileke | Junier Aluminaen Sticks | Aduli Aluminum Shafts | Junkir Aluminian Shaffe | TOTAL     |

# Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

MANAGEMENT CONTRACTOR

|                    | ክል%           | 3.4%                                 | 1.6%                                     | 1.3%                                       | %0°0 | 14.7%      |               | J.5%             | 1.0%,                   | (), 1%                       | 0.3%                   | 4.9%      |                   |
|--------------------|---------------|--------------------------------------|--|--|------|------------|---------------|------------------|-------------------------|------------------------------|------------------------|-----------|-------------------|
|                    | 6,787,624     | 2.772.516                            | 1,272,773                                | 1,015,109                                  | NIL  | 11,848.022 |               | 2,811,562        | 776,025                 | H27.611                      | 238,311                | 3,945,626 | \(\frac{1}{2}\)   |
| Replacement Blades | Cornposite \$ | Serior (liberglass-reinforced hosed) | Senior (hosel not reinforced-reinforced) | Junky (with and without rainforced beauts) | PVC  | TOTAL      | Goslie Sticks | Foam Care Sticks | All Chlix Sanior Sticks | All Caher Intermedate Sticks | All Other Juryo Slicks | TOTAL.    | TOTAL II S HADICT |

| Record National Color Stick & Replacement Blade Market - 2003 Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales | Sales

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#### 2003 Sales Compared to 2002 Sales (reported in U.S. dollars)

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|  | Doll                | Dotter Sales |                     |            | Dollar Market Share | ket Share           |           |
|--|---------------------|--------------|---------------------|------------|---------------------|---------------------|-----------|
|  | 2003<br>Total Sales | 7            | 2002<br>Fotal Sales | Charige    | 2003<br>Total Sales | 2002<br>Total Sales | Charige   |
| Hockey Sticks and Shafts                   |                     |              |                     |            |                     | ,                   |           |
| Adult Wood Sticks                          | \$ 5,004,132        | \$ 12        | 12,865,326          | 30.0%      | 11.2%               | 18.5%               | 7.0%      |
| Junker Youth Wood Shoks                    | 3,417,527           | ĽΊ           | 5,027,644           | 32.0%      | 4.2%                | 4.2%                | 3.0%      |
| Adult Graphite or Composite Sticks         | 32.017,473          | 18           | 8,556,847           | . 72.5%    | 38.8%               | 26.7%               | + 12.9%   |
| Junior Graphite or Composite Sticks        | 7,785,715           | Č.           | 2,961,886           | 4 162.9%   | 97.65               | 4.3%                | 4 5,48%   |
| Actual Graphite or Composite Shatts        | 10,441,404          | Ξ            | 11,990,257          | 12.9%      | 13.0%               | 17.88               | 4.2%      |
| Junior Graphite or Composite Shafts        | 2,156,550           | ,~           | 1,796 568           | 30.0%      | 25.78               | 2.6%                | 0.1%      |
| Asull Aurranum Slicks                      | - N                 |              | Ϋ́N                 | No change  | 180 O               | 0.0%                | No chance |
| Junior Muminum Slicks                      | WII.                |              | Υ.X                 | No change  | 300                 | 0.0%                | No chance |
| Actual Aluminum Shafts                     | A'N                 |              | Y:X                 | NGA        | \<br>የ              | N/S                 | 4/A       |
| Junior Munimum Shafts                      | A/A                 |              | A:N                 | N/A        | A.A.                | NW                  | NAM       |
| TOTAL                                      | \$ 64,822,801       | <b>₩</b>     | 53,196,508          | 4 21.9%    | 80.4%               | 76.5%               | 3.9%      |
| Replacement Blades                         |                     |              |                     |            |                     |                     |           |
| Composite                                  | \$ 6,787,624        | (c)          | 4,235,587           | - 60.3%    | 8.4%                | 6.1%                | 2.0%      |
| Senior (liberglass-reinforced hosel)       | 2,772.516           | er.          | 3,947,314           | %9°EZ .    | 3.4%                | 5.7%                | 30.0      |
| Senior (hosel not reinforced reinforced)   | 1,272,773           | €.           | 2,363,903           | · 46.2%    | 1 6%                | 3.4%                | 1.8%      |
| Junky (with and without reinforced hosets) | 1,015.109           | ••           | 600,758,1           | 35 p. p.p. | 1.3%                | 2.6%                | - 1.0%    |
| PVC  | NIL                 |              | ₹                   | No change  | 0.0%                | 0.0%                | No change |
| TOTAL                                      | \$ 11,848,022       | \$ 12        | 12,373,893          | . 4.2%     | 14.7%               | 17.8%               | 3.1%      |
| Goslie Sticks                              |                     |              |                     |            |                     |                     |           |
| Foam Core Slicks                           | \$ 2,811,562        | ₩            | 2,566,473           | . 9.5%     | 3.5%                | 3.6%                | . 0.1%    |
| All Other Senior Sticks                    | 776.025             | •            | 1,072,415           | . 27.6%    | 1.0%                | 7.87                | . 0.5%    |
| All Other Intermediate Sacks               | 119.728             |              | 39.615              | , 202.2%   | 0.1%                | 0.1%                | No change |
| All Other Juniar Sticks                    | 238.311             |              | 319 005             | 25.5%      | 0.3%                | 0.5%                | . 0.2%    |
| TOTAL                                      | \$ 3,945.626        | ده<br>دي     | 3,998.308           | 1.3%       | 4.9%                | 5.7%                | - 0.8%    |
| TOTAL U.S. MARKET                          | \$ 80.616,449       | \$           | 69,570,709          | + 15.9%    | 100.0%              | 100.0%              |           |

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#### **Historical Sales Summary**

(reported in U.S. dollars) AND THE PROPERTY OF THE PROPERTY OF THE PART

|   |    | 2003<br>Total Sales |               | 2002<br>Total Sales |      | 2001<br>Total Sales |     | 2000<br>Total Saire |    | 1920<br>Tokat Sales | Change m  |
|---|----|---------------------|---------------|---------------------|------|---------------------|-----|---------------------|----|---------------------|-----------|
| Hockey Sticks and Shatts<br>Adult Wood Sticks | •  | 9.004.132           | <del>65</del> | 12,865,326          | •    | 16.585.168          | U.  | 17.204.257          | 40 | E 518 973           | 30.08     |
| Junion Youth Wood Sticks                      | •  | 3,417,527           |               | 5,027,644           | ,    | 5,524,7B2           | •   | 5,549,505           | •  | 5,113,333           | %0'38     |
| Adult Graphite or Composite Sticks            |    | 32.017.473          |               | 18,556,847          |      | 2,982,726           |     | 3,109,885           |    | 3.866.490           | 4 72.5%   |
| Junior Graphile or Composite Sticks           |    | 7,785,715           |               | 2.961.866           |      | 2.019.230           |     | 1,754,637           |    | 2,021,939           | 162.9%    |
| Adult Graphile or Composite Shafts            |    | 10,441,404          |               | 11.990,257          |      | 12,156,764          |     | 10,782,717          |    | 12,618,475          | . 12.9%   |
| Junior Graphite or Composite Shalts           |    | 2.156.550           |               | 1,796,568           |      | 1,947,474           |     | 1.778.845           |    | 1,486,388           | 20.0%     |
| Adult Aluminum Sticks & Shafts                |    | NA                  |               | ΧŻ                  |      | 251,010             |     | 413,176             |    | 646 498             | ζ.χ.      |
| Junior Aluminum Stoks & Shafts                |    | N/A                 |               | N/A                 |      | 34,337              |     | 191,358             |    | 334.643             | N.A.      |
| TOTAL   | တ  | 64,822.801          | ₩             | 53.198,508          | •    | 41,501,491          | ¢9  | 40,804,360          | 47 | 44.606.039          | + 21.9%   |
| Replacement Blades                            |    |                     |               |                     |      |                     |     |                     |    |                     |           |
| Correogite                                    | •  | 6.787.624           | **            | 4,235,587           | •    | 1,179,007           | £D. | 2, 710,003          | 40 | 018,118,2           | %E'09     |
| Senor (feerglass-renforced hosel)             |    | 2.772.518           | ,             | 3,947,314           |      | 3,716,673           |     | 6,094,774           |    | 7,652,146           | 30 H%     |
| Senior (hose) not reinforced-reinforced)      |    | 1.272.773           |               | 2,343,903           |      | 945,914             |     | 2.985,744           |    | 2,381,286           | 46.2%     |
| Junior (with and without reinforced hosels)   |    | 1,015,109           |               | 1.827,089           |      | 1,098,588           |     | 1,671,614           |    | 5.338.9XIS          | 44,4%     |
| PVC   |    | NG.                 |               | <br> <br>           |      | A'M                 |     | N/A                 |    | 72,116              | No change |
| TOTAL   | ø  | 11,848,022          | 65            | 12,373,693          | •    | 6,940,080           | ₩,  | 13,462,225          | 40 | 13,260,851          | 4.2%      |
| Goslie Sticks                                 |    |                     |               |                     |      |                     |     |                     |    |                     |           |
| Foam Core Stoks                               | €, | 2,811,562           | ŧo            | 2,948,473           | ÷    | 2,078,068           | en. | 1.158,459           | 47 | Ą.ÿ                 | %9 b      |
| All Other Senior Sticks                       | •  | 776.025             |               | 1.022.415           |      | 1,426,359           |     | 1.630.507           |    | 3,337,433           | 27.6%     |
| All Other Intermediate Sticks                 |    | 119,728             |               | 39.615              |      | 245,862             |     | 164,643             |    | 291.644             | + 202.2%  |
| All Other Junier Sticks                       |    | 238,311             |               | 319, 805            |      | 416,955             |     | 329,710             |    | 378,342             | 56.6%·    |
| TOTAL   | S) | 3,945,626           | **            | 3.998.308           | Ś    | 4,167,234           | S   | 3,283,319           | 49 | 4,007,419           | - 1,3%    |
| TOTAL U.S. MARKET                             | ဟ  | 80,616.449          | **            | 60.570,709          | esh. | 52,608,805          | 5   | 57,549,924          | 40 | 61,874,309          | + 15.0%   |

Note. (1) 2003 sales compared to 2002 sales

IXI NINTI The U.S. Hockey Stick & Replacement Blade Market - 2003 Sales

# Hockey Stick & Shaft Sales

VAINE ALL STANDENS CONTRACTOR OF STANDENS STANDE



- Conventional Wood Sticks
- o Graphite or Composite Sticks and Shafts
- o Aluminum Sticks and Shafts

# Total Sales Shipped January 1, 2003 Through December 31, 2003

#### (reported in U.S. dollars)

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Adult Sticks With Wood/Graphite/Fiberglass Shafts

| Industry-Wide Our Average<br>Average Cost Cost |               |            |                          |
|--|---------------|------------|--------------------------|
| Industry-Wide<br>Average Cost                  | \$ 23,71      | 15,43      | \$ 19,54                 |
| Our Market Share<br>(in Dollars)               |               |            |                          |
| Our Sales<br>(In Dottars)                      |               |            | - Printed on Application |
| Sales<br>(Dotlars)                             | \$ 1.409.358  | 931.656    | \$ 2.341,014             |
| Our Market Share<br>(in Units)                 |               |            |                          |
| Our Sales<br>(in Units)                        |               |            | 3                        |
| Sales<br>(Unds)                                | 59.444        | 60.371     | 119,815                  |
| Net Ocader Cost                                | \$18 and over | Under \$18 | TOTAL                    |

### Adult Sticks With Wood/Fiberglass Shafts

| Industry-Wids Our Average<br>Average Cost Cost |                 |         |         |           |
|--|-----------------|---------|---------|-----------|
| Industry-Wids<br>Average Cost                  | 89 61 8         | 16.81   | 10.92   | \$ 14,45  |
| Our Market Share<br>(th Oollars)               |                 |         |         |           |
| Our Sales<br>(In Dottars)                      |                 |         |         |           |
| Sales<br>(Dotlers)                             | 770,891         | 649,643 | 817.027 | 2,287,551 |
| â  | e <del>c.</del> |         |         | %<br>•>>  |
| Our Market Share<br>(in Units)                 | **              |         |         | \$ 2.     |
|  |                 |         |         | \$ 2.     |
| Our Market Share<br>(M Units)                  | 39,174          | 44.246  | 74.847  | 158,267   |

#### Adult Sticks With All Wood Shafts

| Net Deider Cost | Sales<br>(Unite) | Our Sales<br>(In Unite) | Our Market Share<br>(In Units) | Sales<br>(Dollare) | Our Sales<br>(In Dollare) | Our Markel Share<br>(h) Dollars) | Industry-Wide Our Average<br>Average Cost Cost | Our Average<br>Cost |
|-----------------|------------------|-------------------------|--------------------------------|--------------------|---------------------------|----------------------------------|--|---------------------|
| \$10 and byon   | 189,032          |                         |                                | \$ 2610.574        |                           |                                  | \$ 13.83                                       |                     |
| \$8 to \$9.99   | 62,269           |                         |                                | 605 027            |                           |                                  | 0.45   |                     |
| Արբեր ՖԲ        | 166,093          |                         |                                | 1 066.998          |                           |                                  | 6 47   |                     |
| TOTAL           | 437,414          |                         |                                | \$ 4,375,567       |                           |                                  | \$ 10.00                                       |                     |

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CLE POWER OF INFORMATION

### Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

できたいとうないできます。 まなおは、このからにはなる。 またからは、これのではないできた。

#### **Total Adult Wood Sticks**

|       | Sales   | Our Sales  | Our Market Share | Salus     | Our Sales    | Our Market Share | Industry-Wide Dur Average | Dur Average |
|-------|---------|------------|------------------|-----------|--------------|------------------|---------------------------|-------------|
|       | (Urals) | (in Units) | tr Units         | (Doklars) | (in Dotters) | (fri Dollers)    | Average Cost Cost         | Cost        |
| TOTAL | 715,496 |            | <b>\$</b>        | 9,004,132 |              |                  | \$ 12.58                  |             |

## Junior/Youth Sticks With Wood/Graphite/Fiberglass Shafts

| Inclustry-Wide Our Average<br>Average Cost Cost |            |
|---|------------|
|   | \$ 10.73   |
| Our Markel Share<br>(in Dollays)                |            |
| Our Sales<br>(In Dottars)                       |            |
| Sales<br>(Dollars)                              | \$ 277,381 |
| Our Market Share<br>Im Units)                   |            |
| Our Sales<br>(In Unids)                         |            |
| Sales<br>(Unds)                                 | 25,862     |
| Net Deader Cost                                 | All prices |

### Junior/Youth Sticks With Wood/Fiberalass Shafts

|                 |        |                     | mon reach suchs with wood, nocigiass shalls        |                    | i inci giass              | Silaits                          |   |                     |
|-----------------|--------|---------------------|--|--------------------|---------------------------|----------------------------------|---|---------------------|
| Not Dazder Cost | Sales  | Our Sales (in Unds) | ur Sales · Our Market Share<br>in Unds) (in Units) | Sales<br>(Dotlars) | Our Sales<br>(in Dottars) | Our Market Share<br>(in Collars) | firdustry-Wide Our Average<br>Average Cost Cost | Our Average<br>Cost |
| \$10 and over   | 29,339 |                     | \$5  | 380,760            |                           |                                  | \$ 12.30  |                     |
| ଶ୍ରିଶର ଓ ୧୫     | 13,715 |                     |  | 115.844            |                           |                                  | æ<br>Æ  |                     |
| Urder \$8       | 12,702 |                     |  | 70.444             |                           |                                  | រ<br>មា<br>មា                                   |                     |
| TOTAL           | 55.756 |                     | 8  | 547.048            |                           |                                  | \$ 9.81   |                     |

(THE PLOWER OF INFORMATION

### Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

### Junior/Youth Sticks With All Wood Shafts

| Net Dealer Cost | Sales<br>(Units) | Our Sabes<br>(In Units) | Our Market Share<br>(In Units) | Sa<br>(Dot  | Salas<br>(Dollars) | Our Sales<br>(In Dotlars) | Our Market Share<br>(in Oollars) | Industry-Wide Our Average<br>Average Cost Cost | 2 E | ar Average<br>Cost |
|-----------------|------------------|-------------------------|--------------------------------|-------------|--------------------|---------------------------|----------------------------------|--|-----|--------------------|
| \$5 and over    | 317,457          |                         |                                | 8<br>6<br>6 | 2,312,989          |                           |                                  | \$ 7.25  |     |                    |
| Jixdşir (\$6    | 65,847           |                         |                                | న           | 290,109            |                           |                                  | पुर <sub>े</sub> य                             |     |                    |
| TOTAL           | 383,304          |                         |                                | \$.<br>2,5  | 2,543,048          |                           |                                  | \$ 6.77  |     |                    |

#### **Total Junior/Youth Wood Sticks**

| Our Average<br>Cost               |              |
|-----------------------------------|--------------|
| Industry-Wide<br>Average Cost     | \$ 7.35      |
| Our Market Share<br>(fr. Dollars) |              |
| Our Sales<br>(in Dottere)         |              |
| Sales<br>(Dollars)                | \$ 3,417.527 |
| Our Market Share<br>(b) Units)    |              |
| Our Sates<br>(in Unide)           |              |
| Sales<br>(Uride)                  | 464,922      |
|                                   | TOTAL        |

#### **Total All Conventional Wood Sticks**

|                                       | Industry-Wide Our Average<br>Average Cost Cost |               |
|---------------------------------------|--|---------------|
|                                       | Industry-W<br>Average Co                       | \$ 10.52      |
|                                       | Our Market Share<br>(tri Dollars)              |               |
| JOON STILKS                           | Our Sales<br>(In Dodars)                       |               |
| בווכוסוומו א                          | Sales<br>(Dollars)                             | \$ 12,421,659 |
| iotal All Collyelltioliai Wood Sticks | Our Market Share<br>(In Units)                 |               |
| . ב                                   | Our Sales<br>(In Units)                        |               |
|                                       | Sales<br>(Unite)                               | 1,180,418     |
|                                       |  | TOTAL         |

# Total Sales Shipped January 1, 2003 Through December 31, 2003

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#### Adult Graphite or Composite Full Sticks

(shaft & blade combos and one-piece sticks)

| Industry-Wide Our Average<br>Average Cost Cost | \$ 93.98      | 61.37           | 40.86           | 22.34   | \$ 85.95      |
|--|---------------|-----------------|-----------------|---------|---------------|
| Our Market Share<br>{In Dollara}               |               |                 |                 |         |               |
| Our Sales<br>(In Dollars)                      |               |                 |                 |         |               |
| Sales<br>(Dottars)                             | \$ 30.074,835 | 860.925         | 491.482         | 590.231 | \$ 32.017,473 |
| Our Market Share<br>(in Units)                 |               |                 |                 |         |               |
| Our Sales<br>(In Unids)                        |               |                 |                 |         |               |
| Sales<br>(Units)                               | 320.015       | 14.028          | 12,029          | 26,425  | 372,497       |
| Net Deafer Cost                                | \$75 and over | \$50 to \$74.99 | \$35 to \$49.99 |         | TOTAL         |

### Junior Graphite or Composite Full Sticks

(shaft & blade combos and one-piece sticks)

| Dur Awaraga<br>Cost              |              |         |               |
|----------------------------------|--------------|---------|---------------|
| Industry-Wide<br>Average Cost    | \$ 7601      | 16.36   | <b>6</b> 6.60 |
| Our Market Share<br>(hr Dollare) |              |         |               |
| Our Sales<br>(In Dottars)        |              |         |               |
| Sales<br>(Ootlars)               | \$ 7,484,011 | 301 704 | \$ 7,785,715  |
| Our Market Share<br>(br Units)   |              |         |               |
| _                                | J            | 1       |               |
| Our Sales<br>(in Units)          |              |         |               |
|                                  | 98,456       | 18,443  | 116,899       |

#### Total Graphite or Composite Full Sticks

| n Dur Avernge<br>1 Cost          |               |
|----------------------------------|---------------|
| Industry-Wide D<br>Average Cost  | \$ 81.33      |
| Our Market Share<br>(in Dollars) |               |
| Our Sales<br>(In Dottars)        |               |
| Sales<br>(Dotlars)               | \$ 39.803,168 |
| Our Markel Share                 |               |
| Our Sates<br>(In Units)          |               |
| Sales<br>(Units)                 | 489,396       |
|                                  | TOTAL         |

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### Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

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#### Adult Graphite or Composite Shafts

| Net Deaser Cost | Sales<br>(Unite) | Our Sales<br>(In Unide) | Our Market Share<br>(In Units)                    | Sales<br>(Dollers) | Our Sales<br>(in Doffers) | Our Market Share<br>(fri Dollars) | Industry-Wide<br>Average Cost | Our Average<br>Cost |
|-----------------|------------------|-------------------------|---|--------------------|---------------------------|-----------------------------------|-------------------------------|---------------------|
| \$60 and over   | 105,254          | 1                       |   | \$ 6,785,659       |                           |                                   | 5 64 47                       |                     |
| \$45 to \$59 99 | 58,748           |                         |   | 3,029,980          |                           |                                   | 51.24                         |                     |
| \$30 to \$44 99 | 14,933           |                         |   | 500.622            |                           | -                                 | 3351                          |                     |
| Urckir \$30     | 9,036            |                         |   | 145,143            |                           |                                   | 16.08                         |                     |
| TOTAL           | 187,976          |                         |   | \$ 10,441,404      |                           |                                   | \$ 56.65                      |                     |
|                 |                  | nſ                      | Junior Graphite or Composite Shafts               | or Compos          | site Shafts               |                                   |                               |                     |
| Net Desder Cost | Sales<br>(Units) | Our Sates<br>(In Unda)  | Our Market Share<br>(in Units)                    | Sales<br>(Dotlars) | Our Sales<br>(In Dodars)  | Our Market Share<br>(in Dollars)  | Industry-Wide<br>Average Cost | Our Average<br>Cost |
| All paces       | 70.011           |                         |   | \$ 2.156.550       |                           |                                   | \$ 30.80                      |                     |
|                 |                  | J.                      | Total Graphite or Composite Shafts                | or Compos          | ite Shafts                |                                   |                               |                     |
|                 | Safes            | Our Sales<br>(in Units) | Our Market Share<br>(in Units)                    | Sales<br>(Dottars) | Our Sales<br>(In Dottars) | Our Market Share<br>(in Dollars)  | Industry-Wide<br>Average Cost | Our Average<br>Cost |
| TOTAL           | 257,987          |                         |   | \$ 12,597,954      |                           |                                   | \$ 48.83                      |                     |
|                 |                  | Total All               | Total All Graphite or Composite Sticks and Shafts | Composite S        | sticks and                | Shafts                            |                               |                     |
|                 | Sales<br>(Units) | Our Sales<br>(In Units) | Our Market Share<br>(in Units)                    | Sains<br>(Dorlars) | Our Sales<br>(In Dodars)  | Our Market Share<br>(frt Oollers) | Industry-Wids<br>Average Cost | Dur Average<br>Cost |

RI NIVIT: The U.S. Hockey Stick & Replacement Blade Market - 2003 Sales

\$ 70.11

\$ 52,401,142

747,383

TOTAL

# Total Sales Shipped January 1, 2003 Through December 31, 2003

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#### Adult Aluminum Full Sticks

| Our Average<br>Cost                            |               |                 |           |        |
|--|---------------|-----------------|-----------|--------|
| Industry-Wide Our Average<br>Average Cost Cost | र संस         | A .Y            | A.W.      | S NA   |
| Our Markel Share<br>(in Collars)               |               |                 |           |        |
| Our Sales<br>(In Dollars)                      |               |                 |           |        |
| Sales<br>(Dotlars)                             | \$ MIL        | NIL             | NIL       | \$ NIL |
| Our Market Share<br>(In Units)                 |               |                 |           |        |
| Our Sales<br>(in Units)                        |               |                 |           |        |
| Sales<br>(Unds.)                               | Nt            | NE.             | MIL       | NE     |
| Not Dealer Cost                                | \$45 and over | \$35 to \$44,99 | Under 335 | TOTAL  |

#### **Junior Aluminum Full Sticks**

| (in Unide) (bothers) (Dothers) (Dothers) (Mil.            |                     |                               | *************************************** |                           |                    | ,  |                  |                         |                  |                 |
|---|---------------------|-------------------------------|---|---------------------------|--------------------|----|------------------|-------------------------|------------------|-----------------|
| (Unide) (In Unide) (In Dollare) (In Dollare)  NII. S NII. |                     | •                             |   |                           | 3                  | •  |                  |                         | 2                | TOTAL           |
| (Unide) (In Unide) (In Dodlere) (In Dodlere)              |                     | N/A                           |   |                           | Ž                  |    |                  |                         | Ē                | Under \$25      |
| (Unide) (in Unide) (in Dodure) (in Dodure)                |                     | V.V<br>S                      |   |                           | Ē                  | 90 |                  |                         | Ē                |                 |
|   | Our Average<br>Cost | Industry-Widn<br>Average Cost | Our Market Share<br>(h) Collere)        | Our Sains<br>(in Dodlars) | Solns<br>(Dorlars) |    | Our Market Share | Cur Sarca<br>(in Cuite) | Sales<br>(Uivie) | Net Dealer Cost |

#### Total Aluminum Full Sticks

| i | 1                     | NIL        |
|---|-----------------------|------------|
|   | (in Units) (in Units) | נוששער טוץ |

IXI NIVITE THE U.S. Hockey Stick & Replacement Blade Market - 2003 Sales

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### Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

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#### Adult Aluminum Shafts

| Our Average<br>Cost                            |               |             |        |
|--|---------------|-------------|--------|
| Industry-Wide Dur Average<br>Average Cost Cost | S N/A         | N. A.       | S N/A  |
| Our Market Share<br>(fri Dollars)              |               |             |        |
| Our Sales<br>(in Dostars)                      |               |             |        |
| Sales<br>(Dodlars)                             | S N'A         | N.A.        | \$ N/A |
| Our Market Share<br>(b) Units)                 |               |             |        |
| Our Sales<br>(In Unite)                        |               |             |        |
| Sales<br>(Virite)                              | N.A.          | MA          | WA     |
| Net Deader Cost                                | \$25 and over | Ulvérr \$25 | TOTAL  |

#### **Junior Aluminum Shafts**

| Our Average<br>Cost              |             |
|----------------------------------|-------------|
| Industry-Wide<br>Average Cost    | 4<br>2<br>6 |
| Our Market Share<br>(in Dollars) |             |
| Our Sales<br>(In Dottars)        |             |
| Sales<br>(Dollars)               | S N'A       |
| Our Market Share<br>Im Units)    |             |
| Our Sales<br>(in Units)          |             |
| Sales<br>(Unèis)                 | AWA.        |
| Net Dealer Cost                  | All prices  |

#### **Total Aluminum Shafts**

| TOTAL | Sales<br>(Units)<br>NVA | Our Sales<br>(in Unite) | Our Market Share                 | Sales<br>(Dotlare)<br>\$ NVA | Our Sales<br>(in Dottare) | Our Market Share<br>In Dollars   | Industry-Wide Dur Average<br>Average Cost Cost  | Dur Average<br>Cost |
|-------|-------------------------|-------------------------|----------------------------------|------------------------------|---------------------------|----------------------------------|---|---------------------|
|       |                         |                         | Total Aluminum Sticks and Shafts | m Sticks a                   | nd Shafts                 |                                  |   |                     |
|       | Sales<br>(Unds)         | Our Sates<br>(in Unda)  | Our Market Share                 | Sales<br>(Dottare)           | Our Sales<br>(In Dottars) | Our Market Share<br>(in Dollars) | fridustry-Wide Our Average<br>Average Cost Cost | Our Average<br>Cost |

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TOTAL

## Summary of 2003 Hockey Stick & Shaft Sales

#### Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

|  | Sales<br>(Urds) | Our Sales<br>(In Units)  | Our Market Share<br>(b) Units)             | Sains<br>(Dotlars) | Our Sales<br>(In Dotters)  | Our Market Share<br>(fri Oollers)             | Industry-Wids<br>Average Cost | Our Average<br>Cost  |
|--|-----------------|--|--|--------------------|--|---|-------------------------------|--|
| Fotal Adult<br>Véxal Stacks                  | 715,496         |  |  | \$ 9,004 102       |  |   | S 12 58                       |  |
| Total Juniod Yeath<br>Vexel Slicks           | 464,922         |  |  | 3,417 527          |  |   | 5.<br>25.                     |  |
| Total Actuit Graphite<br>or Composite Sticks | 372,487         |  |  | 32 017,473         |  |   | 85.95                         |  |
| Total Junior Graphile<br>or Comparde Sticks  | 116,809         |  |  | 7,785,716          |  |   | 99 99                         |  |
| Total Adult Graphile<br>or Composite Shaffs  | 187,976         |  | ethanist (hadis attauta attende et etterta | 10,441,404         |  |   | 99 98<br>96                   | Martine min de librarie delle men der era eta  |
| Total Junior Graphia<br>or Composte Shaffa   | 110,01          | Control and Contro |  | 2,156,550          |  | ent elsemis and de print in Clarcing report ( | 30.80                         | eghelan erra fizikiyating "nasoo   |
| Todal Adult<br>Aluminum Slicks               | N               |  |  | WI                 | COCHANGE COLUMN CONTROL CONTRO |   | <b>ህ</b> ሴ                    | CAL PRIME DOSESPENDE STATES OF THE STATES OF |
| Total Junior<br>Auminum Siicks               | N               | PRECEDENT AND DESCRIPTION OF THE PRECEDENT OF THE PRECEDE | STEELER TENEDAR OF HER WAS ENTER FOR THE   | ાય                 | TOTAL MENTAL CONTRACTOR OF THE STATE OF THE  |   | ¥.72                          | 化二甲基甲基甲基甲甲基二甲基   |
| Total Adult<br>Auminum Shaffs                | AVA.            |  |  | N.A.               |  |   | đ<br>Ž                        | THE PLANT OF SELECT STREET, SECURITY   |
| Fotal Junior<br>Aluminum Shafts              | <b>५</b> कृ     |  |  | N.A.               |  |   | せれ                            |  |
| TOTAL  | 1,927,601       | and the second s |  | \$ 64.622,801      | Checken Children & Strange   |   | \$ 33,63                      | A contract of the contract of  |

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ALCONORGE SERVICE

### Adult Sticks With Wood/Graphite/Fiberglass Shafts

|                 | Unit Sales | 19.8    |        |   | Oolla     | Dollar Sales | ¥         |         |    | Average Cost | g 60 | iec<br>O    |   |          |
|-----------------|------------|---------|--------|---|-----------|--------------|-----------|---------|----|--------------|------|-------------|---|----------|
| Not Dealer Cost | 2003       | 2002    | Change |   | 2003      |              | 2002      | Change  |    | 2003         |      | 2002        | U | Shango   |
| \$18 and over   | 50,444     | 110,836 | 46.4%  | Ś | 1.400,358 | ÷            | 2,508,437 | 43.8%   | v. |              | s:   | 22 63       |   | - R3.    |
| Under \$18      | 60,371     | 180 89  | 315%   |   | 931,656   |              | 1,427,189 | £ 3,    |    | 15.43        |      | 56 20<br>36 |   | 2.<br>8. |
| TOTAL           | 119,815    | 198,917 | 38.8%  | w | 2,341,014 | v;           | 3,935,626 | . 40.5% | S  | 19.54        | u    | 19.79       |   | 38.      |
|                 |            |         |        |   |           |              |           |         |    |              |      |             |   |          |

### Adult Sticks With Wood/Fiberglass Shafts

|              | Change          | 5.0%         | 0               | 10.1%      | 3.5%      |
|--------------|-----------------|--------------|-----------------|------------|-----------|
|              |                 | -4           |                 |            | •         |
| ORI          | 2002            | 1.9 रच       | 15.91           | 12 66      | 14.90     |
| ga C         |                 | Œ:           |                 |            | co.       |
| Avern        | 2003 2005       | 19 61        | 15.91           | 10.92      | 14.45     |
|              |                 | ús           |                 |            | Ø         |
|              | Change          | 59.1%        | S3 8%           | 24 6%      | 34.6%     |
|              |                 | 7            | •               |            | •         |
| ž            | 2002            | 484 514      | 1,930,781       | 1,043,236  | 3,486,531 |
| s Sal        |                 | ¢=           |                 |            | ¢)        |
| Collar Sales | 2002            | 170,881      | 699,643         | 817,027    | 2,287,551 |
|              |                 | (C)          |                 |            | ¢3        |
|              | Change          | 51.5%        | 63.6%           | 37.5 SE    | 32.2%     |
|              |                 | 7            |                 | _          |           |
| anic         | 2002            | 25 86        | 121 392         | 18 24      | 233,496   |
| Und Sales    | 2003            | 39.174       | 44.246          | 74 847     | 156.267   |
|              | Nat Dagler Cost | \$17 and own | \$15 to \$16 99 | Minder S15 | TOTAL     |

#### Adult Sticks With All Wood Shafts

|              | aguevic         | is<br>en         | É             | £<br>~    | 8         |
|--------------|-----------------|------------------|---------------|-----------|-----------|
|              | Ū               | ٠                |               | 4         | •         |
| 180          | 2002            | 50.63            | 8.59          | 6.25      | 10.13     |
| ge C         |                 | ေ                |               |           | s,        |
| Average Cost | 2003            |                  | 8.45          | 6.42      | 10.00     |
|              |                 | w                |               |           | S         |
|              | Сһяпре          | 21.5%            | 37.8%         | 8. T.     | 19.4%     |
|              |                 | •                | ٠             | •         | •         |
| \$           | 5000            | 3,327,556        | 1.116.540     | 87,07,88  | 5,431,169 |
| s Sal        |                 | 20               |               |           | υ         |
| Collar Sales | 5003            | 2.613.574        | 695.027       | 1,066,966 | 4.375,567 |
|              |                 | တ                |               |           | υ'n       |
|              | Change          | \$2.5%<br>\$2.5% | £.98          | 3.<br>3.  | 18.4%     |
|              |                 | •                | •             | +         | ٠         |
| les          | 2002            | 247,886          | 130,057       | 5W) 851   | 535.988   |
| Und Sales    | 2003            | 189,032          | 82.286        | 166,093   | 437.414   |
|              | Net Dealer Cost | \$10 and ever    | \$8 to \$9.99 | Under SB  | TOTAL     |

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#### **Total All Adult Wood Sticks**

|              | Change    | 5.3%                    |
|--------------|-----------|-------------------------|
| ORI          | 2002      | 13.29                   |
| ge C         |           | es.                     |
| Awerage Coat | 2003 2002 | 12.58 \$                |
|              |           | •                       |
|              | Change    | 30.0%                   |
|              |           | · ·                     |
| Dollar Sales | 2002      | 9,004,132 \$ 12,865,326 |
| <u>8</u>     |           | 47                      |
| lo0          | 2003      | 9.004,132               |
|              |           | w                       |
|              | Changa    | 968,401 - 26.1%         |
| lea          | 2002      | 968.401                 |
| Unit Sal     | 2003      | 715,496                 |
|              |           | TOTAL                   |

## Junior/Youth Sticks With Wood/Graphite/Fiberglass Shafts

|              | Change          | 21.1%      |
|--------------|-----------------|------------|
| 186          | 2002            | S<br>T     |
| Average Cost |                 | s:         |
| Aver         | 2003            | 10.73      |
|              |                 | (F)        |
|              | Change          | \$0c.      |
| *            | 2002            | 272,006    |
| Doller Sales |                 | **         |
| Ooile        | 2003            | 277,381    |
|              |                 | ŝ          |
|              | Change          | Z %        |
| *            | 2002            | 20 012 +   |
| Unit Sales   | 2003            | 25.862     |
|              | Not Confor Cost | 4ll prices |

### Junior/Youth Sticks With Wood/Fiberglass Shafts

|              | Change          | 4.9%                           | % CO 1 .      | 9.0.e         |
|--------------|-----------------|--------------------------------|---------------|---------------|
| ont          | 2002            | 11,71                          | 6.20          | 10.78         |
| Average Coat |                 | so .c                          |               | s)            |
| Avera        | 2003            | 12.30<br>8.45                  | 8.85          | 9.8           |
|              |                 | S                              |               | S             |
|              | Change          | 3 8<br>3 8                     | 52.73<br>%.73 | 42.2%         |
|              |                 |                                | ٠             | •             |
| ž            | 2002            | 171,735                        | 48,140        | 946.597       |
| Dollar Salas |                 | ₩                              |               | es.           |
| Colla        | 2003            | 360,760<br>115,844             | 70.444        | 547.048       |
|              |                 | S                              |               | v)            |
|              | Change          | 52.8%<br>24.7%                 | 70.7%         | <b>36.5</b> % |
|              |                 | • :                            | +             | •             |
| alas         | 2005            | 62.142                         | 7.435         | 87.801        |
| Unit Salas   | 2003            | 29.339<br>13.715               | 12.702        | 55.756        |
|              | Net Dealer Cost | \$10 and over<br>\$8 to \$9.99 | Under SB      | TOTAL         |

### Junior/Youth Sticks With All Wood Shafts

|              | Shange          | % - 6<br><br><br><br><br><br><br><br><br> |
|--------------|-----------------|---|
|              | C               |   |
| ost          | 2002            | 7.52<br>4.09<br><b>6.90</b>               |
| 36           |                 | es es                                     |
| Average Cost | 2003            | 7.29 S<br>4.25<br>6.77 S                  |
|              |                 | w w                                       |
|              | Change          | 88<br>88<br>88<br>88<br>88                |
| £            | 2002            | 3.403.373 - 405.608 - 3.808.981 -         |
| Sal          |                 | υ <b>,</b> η                              |
| Dollar Sales | 5003            | 2.312.989<br>280.109<br><b>2.593,098</b>  |
|              |                 | os os                                     |
|              | Change          | %978<br>%978<br>%978                      |
|              |                 |   |
| 80           | 2002            | 452.689<br>99.177<br><b>551.866</b>       |
| Unit Sel     | 2003            | 317,457<br>66,847<br><b>383,30</b> 4      |
|              | Not Dealer Cost | \$5 and over<br>Under \$5<br>TOTAL        |

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#### Total All Junior/Youth Wood Sticks

| ss<br>2002 Change |
|-------------------|
| 659.679 29.5%     |

#### Total All Conventional Wood Sticks

|              | Change | 10.99 . 4.3%      |
|--------------|--------|-------------------|
| <u> </u>     | 2002   | 10.99             |
| werage Coal  |        | υn                |
| Avera        | 2002   | 10.52 \$          |
|              |        | S                 |
|              | СҺяпре | - 30.6%           |
| <u> </u>     | 5003   | \$ 17,892,970     |
| Collar Sales |        | 47                |
| 9            | 5003   | 12,421,659        |
|              |        | v                 |
|              | Change | - 27,5%           |
| ics          | 2002   | 1,528.080 - 27.5% |
| Unit Sales   | 2003   | 1,180.418         |
|              |        | TOTAL             |

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されていることではないというとのこととのなっている。このとはなるとしてはないという。

#### (shaft & blade combos and one-piece sticks) Adult Graphite or Composite Full Sticks

|                 | Und Sales | alos    |            |        | Coll          | Dollar Sales | 25         |   |        |   | Average Cost | ga C | ost   |   |        |
|-----------------|-----------|---------|------------|--------|---------------|--------------|------------|---|--------|---|--------------|------|-------|---|--------|
| Net Deiler Cost | 2000      | 2002    | ర్         | Change | 2003          |              | 2002       | ~ | Change |   | 2003         |      | 2002  | Ŭ | Shange |
|                 | 320.015   | 190.395 | ૐ<br>+     | 8.1%   | \$ 30,074,835 | 73           | 17.493.066 | ٠ | 71.9%  | S | 93.98        | S    | B.B.  | • | 238    |
| _               | 14.028    | 5.980   | + 13.      | 4.6%   | 960.925       |              | 401.057    |   | 114.7% |   | 61.37        |      | 67.03 | , | 8.5%   |
| \$35 to \$49.99 | 12.029    | 3,632   | + 23       | 1,2%   | 491,482       |              | 151,885    | • | 223.6% |   | 40.86        |      | 41.82 |   | 2.3%   |
|                 | 26,425    | 23.728  | <b>940</b> | 11.4%  | 590,231       |              | 510.839    | ٠ | 15.5%  |   | 22 34        |      | 21.53 | ٠ | 3.8%   |
| TOTAL           | 372.497   | 223.735 | *          | 8.5%   | \$ 32.017,473 | Ś            | 18.556,847 | • | 72.5%  | S | 85.95        | Ś    | 83.9  | ٠ | 3.6%   |

### Junior Graphite or Composite Full Sticks

(shaft & blade combos and one-piece sticks)

|                 | Unit Sales |                 |   |     | Dolla                    | Dollar Sales |                                 |          |        |   | Aver                | Average Cost | Cost          |   |                |
|-----------------|------------|-----------------|---|-----|--------------------------|--------------|---------------------------------|----------|--------|---|---------------------|--------------|---------------|---|----------------|
| Net Dealer Coef | 2003       | 2002            | Change                                      |     | 2002                     |              | 2002                            | Š        | Change |   | 2003                |              | 2002          | _ | Change         |
| \$25 and over   | 98.456     | 35.686          | 35.686 + 175.9%                             | S   | 7.484.011 \$ 2.582,178   | 85           | 2.582,178                       | - 189.8% | .8%    | Ŋ | 76.01               | S            | 75.01 S 72.36 | ٠ | 20<br>20<br>20 |
| Under S25       | 18,443     | 21,994          | 21,994 - 16,1%                              |     | 301,704                  |              | 379.688                         | 8        | 20.5%  |   | 15 35               |              | 17.26         |   | 5.25           |
| TOTAL           | 116.899    | 57.680          | + 102.7%                                    | υ   | 7.785,715                | 87           | 7.785,715 \$ 2.981,866 + 162.9% | + 162    | .9%.   | S | 99.99               | υ            | 66.60 S 51.35 | • | 29.7%          |
|                 |            | Total           | Total All Graphite or Composite Full Sticks | ite | or Com                   | od<br>Od     | site Full                       | Stic     | .ks    |   |                     |              |               |   |                |
|                 | Unit Sal   | 90              |   |     | Dolla                    | Dollar Sales | ų                               |          |        |   | Aver                | Average Cost | ost           |   |                |
|                 | 2003       | 2002            | Chenge                                      |     | 2002                     |              | 2002                            | Ş        | Change |   | 2003                |              | 2002          | • | Change         |
| TOTAL           | 489.396    | 281,415 + 73.9% | 73.9%                                       | s)  | 39,803,188 \$ 21.518,713 | 82           | 1.518,713                       | • 85.0%  | %      | S | \$ 81,33 \$ 76.47 • | S            | 76.47         | • | 3.4.9          |

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#### Adult Graphite or Composite Shafts

|                 | Unit Sales | sins    |            |         | Dolla     | Dollar Sales | g          |   |              |     | Aver        | Average Cost | <u> </u> |   |        |
|-----------------|------------|---------|------------|---------|-----------|--------------|------------|---|--------------|-----|-------------|--------------|----------|---|--------|
| Net Dealer Cost | 2003       | 2002    | Сралде     |         | 5002      |              | 2002       | O | Shange       |     | 2003        |              | 2002     |   | Change |
| 60 and ever     | 105.254    | 120,310 | . 12.5%    | ທ       | 6,785,659 | **           | 7.576.179  |   | 10.4%        | es. | Z<br>3      | s            | 62.97    | ٠ | 2.4%   |
| \$45 to \$59.99 | 58,748     | 60.191  | 2.4%       | •       | 3.009,980 |              | 3,139,895  |   | \$ 1.5<br>\$ |     | 5124        |              | 52.17    | ٠ | - 8°   |
| 30 to \$44.99   | 14,938     | 29.373  | 49.1%      |         | 500.622   |              | 1.012.512  |   | 50 6%        |     | <b>1888</b> |              | 34.4     | • | %8.5   |
| Juder \$30      | 9.036      | 13.840  | 186. See 1 |         | 145,143   |              | 261.671    |   | 44.5%        |     | 3<br>9<br>9 |              | 18.91    | • | 15 1%  |
| TOTAL           | 187.976    | 223.714 | - 16.0%    | ت<br>دی | 0,441,404 | <b>₩</b>     | 11,990,257 |   | 12.9%        | ć   | 55.55       | U)           | 53.60    | ٠ | 0.0    |

#### Junior Graphite or Composite Shafts

|                 | Unit Sale | 19.6           |          |          |    | Dollar Sales | Sale | £                                      |    |        |   | Ave   | Average Cost | Coet  |   |                       |  |
|-----------------|-----------|----------------|----------|----------|----|--------------|------|--|----|--------|---|-------|--------------|-------|---|-----------------------|--|
| Not Dealer Cost | 2003      | 2002           | S.       | Change   |    | 2002         |      | 2002                                   | ပ  | Change |   | 2003  |              | 2002  |   | Change                |  |
| All princia     | 70 011    | 62 569 + 11 9% | <b>=</b> |          | (O | 2 156,56D    | æ    | S 2156,550 \$ 1796,50B • 200%          |    | PO 67% | S | 30 80 | (C)          | 20,71 | • | 30.80 \$ 20.71 + 7.3% |  |
|                 |           | Tot            | A le     | II Graph | ij | or Cor       | ď    | Total All Graphite or Composite Shafts | af | ts     |   |       |              |       |   |                       |  |

|                | anima mil |  |               | Dollar Sales             |          | Aver     | Average Cost          | i      |
|----------------|-----------|--|---------------|--------------------------|----------|----------|-----------------------|--------|
|                | _         | ST ST ST ST ST ST ST ST ST ST ST ST ST S | 2002          | 2002                     | eg unico | 2003     | 2002                  | Change |
| 286.283 - 9.9% |           | 9.9%                                     | \$ 12,597,954 | 12,597,954 \$ 13,786,825 | 8.6%     | \$ 48.83 | 48.83 \$ 48.16 + 1.4% | + 1.4% |

### Total All Graphite or Composite Sticks and Shafts

|               | 8         | ē,P                    |
|---------------|-----------|------------------------|
|               | CINARIDA  | 70.11 \$ 62.19 + 12.7% |
|               | 8         | 61.3                   |
| Average Cost  | 8         | \$                     |
| Avera         | 2003 2002 | 70.11                  |
|               | ~         | w                      |
|               | Change    | + 48.4%                |
| 35            | 2002      | \$ 35,305,538          |
| Ooliar Salars |           |                        |
| 00            | 2002      | \$ 52,401,142          |
|               | Change    | + 31.7%                |
| 5015          | 2002      | 567.698                |
| Unit Sales    | 2003      | 747,383                |
|               |           | TOTAL                  |

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#### Adult Aluminum Full Sticks

|                 | Und   | Unit Sales |                                |        | å      | Dollar Sales | ¥.     |           |   | Are        | Average Cost | )<br>ost    |        |
|-----------------|-------|------------|--------------------------------|--------|--------|--------------|--------|-----------|---|------------|--------------|-------------|--------|
| Net Dealer Cost | 2003  | 2002       | Chenge                         |        | 2002   |              | 2002   | Change    |   | 2003       |              | 2002        | Change |
| \$45 and over   | 78    | Ę          | No change                      | S      | N      | <b>⇔</b>     | 킬      | No change | s | ΚŻ         | S            | ٠ <u>٠</u>  | N.A.   |
| \$35 to \$44.99 | N.    | MIL        | No change                      |        | N<br>N |              | 를      | No change |   | 4.7        |              | N.N         | A:A    |
| Under S35       | N.    | ¥          | No change                      |        | Į,     |              | N<br>N | No change |   | <b>6/7</b> |              | 4.7         | V:X    |
| TOTAL           | NIL   | J.         | No change                      | υ      | ¥      | 47           | M      | No change | S | MA         | υ            | Z<br>Z      | NA     |
|                 |       |            | Junior Aluminum Full Sticks    | Alun   | ninum  | Fu           | Stick  | s         |   |            |              |             |        |
|                 | Sugar | Unit Sales |                                |        | 8      | Oollas Sales | ¥.     |           |   | A          | Average Cost | Cost        |        |
| Net Dealer Cost | 2000  | 2002       | Срвиде                         |        | 2003   |              | 2002   | Change    |   | 2003       |              | 2002        | Change |
| \$25 and over   | 굺     | N          | No change                      | S      | MIL    | tr?          | 뒽      | No change | S | Κ'n        | vo           | ₹; <u>₽</u> | V.Y    |
| Under \$25      | ž     | Z          | No change                      |        | 젊      |              | Z<br>Z | No change |   | ۲.<br>2    |              | Z/A         | A:A    |
| TOTAL           | N.    | J.         | No change                      | w      | 뒒      | υ            | MIL    | Мо сћапре | S | MVA        | υ            | Ø,Z         | NVA    |
|                 |       |            | Total All Aluminum Full Sticks | II Alu | minur  | n Fu         | Stic   | ks        |   |            |              |             |        |
|                 | 20    | Unit Sales | ٠                              |        | ŏ      | Ooltar Sales | Ž.     |           |   | Ave        | Average Cost | Cost        |        |
|                 | 2000  | 2003       | Change                         |        | 2002   |              | 2002   | Change    |   | 2003       |              | 2002        | Change |
| TOTAL           | Ę     | Z          | No change                      | s      | H.     | (A           |        | No change | ø | WA         | Ø            | N/A         | Ϋ́     |

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#### Adult Aluminum Shafts

|                             | Unit Sales | 898  |                                      |                        | õ        | Colles Sales | •                         |        |    | ¥          | Average Coal | 1800       |            |
|-----------------------------|------------|------|--------------------------------------|------------------------|----------|--------------|---------------------------|--------|----|------------|--------------|------------|------------|
| Net Dealer Cost             | 2003       | 2002 | Change                               |                        | 2002     |              | 2002                      | Change |    | 2003       |              | 2002       | Change     |
| \$25 and over<br>Order \$25 | N.A.A.     | A A  | 4.X                                  | v.                     | A)N      | 65           | N/A<br>N/A                | A S    | S  | N/A<br>N/A | s.           | 80M<br>80M | N/A<br>N/A |
| TOTAL                       | MA         | N/A  | NA                                   | v                      | NA       | 67           | N/A                       | NA     | ø  | Z<br>N     | S            | N/A        | N/A        |
|                             |            |      | Jun                                  | Junior Aluminum Shafts | umin     | ls mr        | nafts                     |        |    |            |              |            |            |
|                             | Unit Saled | 10.0 |                                      |                        | õ        | Doller Sales | 40                        |        |    | A          | Average Cost | 1900       |            |
| Not Donlar Cost             | 2003       | 2002 | Change                               |                        | 2002     |              | 2002                      | Change |    | 2003       |              | 2002       | Change     |
| All pricos                  | N'A        | N.Y. | N/A                                  | s                      | N/A      | **           |                           | N/A    | S. | N/A        | v:           | Nra        | वस्त       |
|                             |            |      | , C                                  | A II A                 | i.<br>Ei | 8            | Total All Aluminum Shafts |        |    |            |              |            |            |
|                             | Und Salas  | 201  |                                      | <u> </u>               | 8        | Collar Sales | Clipin                    |        |    | A          | Averaga Cost | # O.       |            |
|                             | 2003       | 2003 | Charige                              |                        | 2003     |              | 2002                      | Change |    | 2003       |              | 2002       | Change     |
| TOTAL                       | MA         | MA   | N.A.                                 | ₩                      | N/A      | so.          | N/A                       | MA     | •  | M'A        | s)           | N/A        | N.A        |
|                             |            |      |                                      |                        |          |              |                           |        |    |            |              |            |            |
|                             |            |      | Total All Aluminum Sticks and Shafts | lumin                  | um S     | ticks        | and Sh                    | afts   |    |            |              |            |            |
|                             | Unit Sales | 108  |                                      |                        | å        | Dollar Salos | •                         |        |    | Ave        | Awrage Cost  | Coul       |            |
|                             | 2002       | 2002 | Change                               |                        | 2002     |              | 2002                      | Change |    | 2003       |              | 2002       | Change     |
| TOTAL                       | MA         | N/A  | N/A                                  | ₩                      | NA       | ₩            | NA                        | NVA    | υħ | Ž.         | s,           | NA         | N/A        |

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## Summary of Hockey Stick & Shaft Sales

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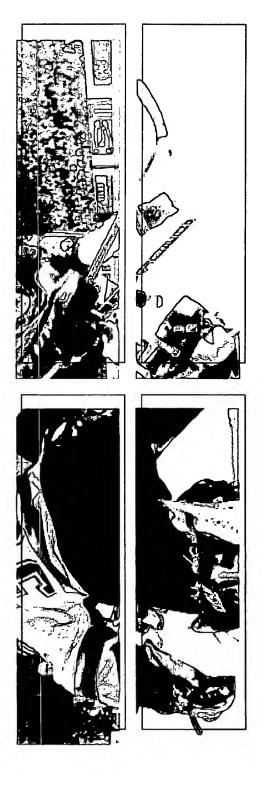
#### 2003 Sales Compared to 2002 Sales

|  | Unit Sa   | <u>\$</u> |           | Dolla         | Dollar Sales              |               |            | Average Cost | Cost              |     |        |
|--|-----------|-----------|-----------|---------------|---------------------------|---------------|------------|--------------|-------------------|-----|--------|
|  | 2003      | 2002      | Change    | \$300         | 2002                      | Change        | ጄ          | 5003         | 2002              | ົວ  | Change |
| Total Adult<br>Wood Slicks                   | 715.496   | 968.401   | . 26.1%   | \$ 9,004,132  | \$ 12,865,326             | %<br>⊗<br>∴   | so<br>22   | 12.58 S      | 13.22             |     | 5.3%   |
| Total JunishYouth<br>Wood Slicks             | 464,922   | 659.678   | . 28.5%   | 3.417.527     | 5.027.644                 | <b>Š</b><br>8 |            | 7.35         | 7,62              | ,   | 88     |
| Total Adull Graphite or Composite Sticks     | 372.497   | 223.735   | + 66.5%   | 32,017,473    | 18.556.847                | 25.5%         | 36         | 25           | 82.5 <del>4</del> |     | 3.6%   |
| Total Junior Graphite or Composite Sticks    | 116.899   | 57.680    | + 102.7%  | 7.785,715     | 2.961.866                 | + 162.9%      | <b>3</b> 5 | 66 69        | 51.35             | 174 | 59 7%  |
| Total Adult Graphite or Composite Shaffs     | 187.976   | 223.714   | · 16.0%   | 10.441,464    | 11.990.257                | . 12.9%       | an         | 55.55        | 53.60             | •   | 3.6%   |
| Total Junior Graphete<br>or Composite Shafts | 70.011    | 62.569    | + 11.9%   | 2.156.550     | 1,796.568                 | * 20.0%       | ř          | 30 86        | 28.71             | •   | 1.3%   |
| Total Adult<br>Aluminum Sticks               | ŊĽ        | 붏         | No change | NIL           | NiF                       | No change     |            | <b>49</b> 2  | N/A               |     | N/A    |
| Lotal Junior<br>Aluminum Sticks              | Ä         | il<br>N   | No change | JE.           | NIF                       | № change      |            | NGA          | NA                |     | N.Y.   |
| Fotal Adulf<br>Aluminum Shaffa               | Ϋ́,Υ      | N'A       | V,V       | N:A           | <b>∀</b> . <del>;</del> Ż | N.N           |            | N/A          | N.A.              |     | Ķ<br>Ž |
| Fotal Junior<br>Aluminum Shaffa              | N.A       | Z.X       | Ν̈́Α      | N'A           | N.A                       | N/A           |            | N/A          | N/A               |     | Š      |
| TOTAL  | 1,927,801 | 2,195,778 | . 12.2%   | \$ 64.822,801 | \$ 53.198,508             | • 21.9%       | х<br>•     | 33.63        | 24.23             | •   | 38.8%  |

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## Replacement Blade Sales

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### Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

#### **Composite Blades**

| Nel Dealer Cost | Sales<br>(Units) | Our Sales<br>(In Units) | Our Markel Share<br>(In Units) |    | Sales<br>(Dollars) | Our Sales<br>(in Dotters)  | Our Market Share<br>(In Dollars) | Industry-Wide Our Average<br>Average Cost Cost | Our Average<br>Cost |
|-----------------|------------------|-------------------------|--------------------------------|----|--------------------|--|----------------------------------|--|---------------------|
| \$15 and awar   | 231,873          |                         |                                | Ø: | 6 432,486          |  |                                  | \$ 27.74                                       |                     |
| Under \$15      | 27,769           |                         |                                |    | 355,138            |  |                                  | 12.79  |                     |
| TOTAL           | 259,642          | ,                       |                                | 47 | 6,787,624          | A STATE OF THE STA |                                  | \$ 26.14                                       |                     |
|                 |                  |                         |                                |    |                    |  | 1                                |  |                     |

### Senior Blades (fiberglass-reinforced hosel)

| Not Dealer Cost | Sales<br>(Units) | Our Seles<br>(in Units) | Our Market Share<br>(in Units) | Sales<br>(Dollars) | Our Sales<br>(In Dollars) | Our Market Share<br>(in Dollars) | Industry-Wide Our Average<br>Average Cost Cost | Our Average<br>Cost |
|-----------------|------------------|-------------------------|--------------------------------|--------------------|---------------------------|----------------------------------|--|---------------------|
| \$11 and over   | 148,875          |                         |                                | \$ 2.046.537       |                           |                                  | \$ 1375  |                     |
| Under \$11      | 91,022           |                         |                                | 725,979            |                           |                                  | 85.  |                     |
| TOTAL           | 239,897          |                         |                                | \$ 2.772.516       |                           |                                  | \$ 11.56                                       |                     |

### Senior Blades (hosel not fiberglass-reinforced)

| Net Dealar Cost | Sales<br>(Units) | Our Selee<br>(in Units) | Our Market Share<br>(in Units) |    | Seles<br>(Dollars) | Our Sales<br>(in Dotters) | 6 Our Market Stare (5) (in Dollars) | Industry-Wide<br>Average Cost | Industry-Wide Our Average<br>Average Cost Cost |
|-----------------|------------------|-------------------------|--------------------------------|----|--------------------|---------------------------|-------------------------------------|-------------------------------|--|
| \$8 and over    | 101,374          |                         |                                | 20 | 1,012,403          |                           |                                     | 60 c                          |  |
| Under \$8       | 50.647           |                         |                                |    | 260,370            |                           |                                     | 5.14                          |  |
| TOTAL           | 152,021          |                         |                                | ₩  | 1.272.773          |                           |                                     | \$ 8.37                       |  |

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### Replacement Blades... continued Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

Junior Blades (with and without reinforced hosels)

| Net Dealer Cost | Sales<br>(Unite) | Our Sales<br>(En Units) | Our Market Share<br>(in Units) | Sales<br>(Dottare) | Our Sales<br>(In Dodars) | Our Market Share<br>(in Dollars) | Industry-Wide Our Average<br>Average Cost Cost | Our Average<br>Cost |
|-----------------|------------------|-------------------------|--------------------------------|--------------------|--------------------------|----------------------------------|--|---------------------|
| 57 and over     | 106.335          |                         |                                | \$ 949.478         |                          |                                  | \$ 6.93  |                     |
| Under \$7       | 13,262           |                         |                                | 65.531             |                          |                                  | 4.95   |                     |
| TOTAL           | 119,597          |                         |                                | \$ 1,015,109       |                          |                                  | \$ 8.49  |                     |

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|   |     |   |   |

| Not Dealer Cost | Sales<br>(Unita) | Our Sales<br>(th Units) | Our Market Strare<br>(In Units) | ν ς)   | Sades<br>(Dottars) | Our Sales<br>(In Dollars) | Our Market Share<br>(in Dollars) | Industry-Wide Our Average<br>Average Cost Cost | Our Average<br>Cost |
|-----------------|------------------|-------------------------|---------------------------------|--------|--------------------|---------------------------|----------------------------------|--|---------------------|
| Al prices       | 길                |                         |                                 | vo     | NIF                |                           |                                  | S N'A  |                     |
|                 |                  |                         | Total All Replacement Blades    | eplace | ment               | Blades                    |                                  |  |                     |

| Industry-Wide Our Average<br>Average Cost Cost |               |
|--|---------------|
| Industry-Wide<br>Average Cost                  | \$ 15.36      |
| Our Market Share<br>(in Dollars)               |               |
| Our Sales<br>(In Dollars)                      |               |
| Sales<br>(Dotlars)                             | \$ 11,848,022 |
| Our Marked Share<br>(in Units)                 |               |
| Our Sales<br>(In Units)                        |               |
| Sales<br>(Units)                               | 721,157       |
|  | TOTAL         |

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#### Composite Blades

|  | Unit Sales            | **                     |                  |         | Dollar Sales                      | Sales   |           |   |        |     | Average Cost             | ပို | <u>8</u> |                 |    |
|--|-----------------------|------------------------|------------------|---------|-----------------------------------|---------|-----------|---|--------|-----|--------------------------|-----|----------|-----------------|----|
| Not Dazdar Cost  | 2003                  | 2002                   | Change           |         | 2003                              |         | 2002      | U | Change |     | 2003 2005                | .,  | 200      | Change          | •  |
| All prices (*)   | 259,642               | 158,705                | 158,705 + 63,6%  | •       | \$ 6.787,624 \$ 4.235,597 + 60.3% | 107     | 1,236,587 | • |        | 45, | \$ 26.14 \$ 26.69 . 2.1% | 44  | 26.65    | <u>ह</u><br>स्थ | .0 |
| (1) Police these were consolitated (hom the original questionname) in 2002 to protect inchestration page data. | a put month trenetate | നദ്ദ്ധപ്പാ ദ്രാക്കുന്ന | naim) in 2002 in | pronatt | ndustrationing                    | ego Air | É         |   |        |     |                          |     |          |                 |    |

### Senior Blades (fiberglass-reinforced hosel)

|                 | Unit Sales | ies<br>S |         |     | Dollar Sales | Sale           | ¥.        |   |         |    | Average Cost | )<br>ag | 15    |   |                  |
|-----------------|------------|----------|---------|-----|--------------|----------------|-----------|---|---------|----|--------------|---------|-------|---|------------------|
| Net Deader Cost | 5002       | 2002     | Change  |     | 2003         |                | 2002      | U | Change  |    | 2003         |         | 2002  | ΰ | Shange<br>Shange |
| \$11 and over   | 148.875    | 257,088  | - 42.1% | 443 | 2,046,537    | ₩.             | 3,430,301 |   | 40.3%   | Ç, | 13.75        | 19      | 13,34 | + | ;;)<br>+<br>0,   |
| Under \$11      | 91.022     | 64.118   | + 42.0% |     | 725.979      |                | 517,013   | + | + 40.4% |    | 7.98         |         | 97.8  |   | 1.0%             |
| TOTAL           | 239,897    | 321.206  | - 25.3% | •   | 2,772,516    | u <del>s</del> | 3,947,314 |   | 29.8%   | s  | 11.56        | s)      | 12.29 |   | 5.9%             |

### Senior Blades (hosel not fiberglass-reinforced)

|                 | Unit Sales | lles    |     |         |   | Dolla     | Dollar Sale | g         |   |        |    | Aver               | Average Cost | ost   |                 |
|-----------------|------------|---------|-----|---------|---|-----------|-------------|-----------|---|--------|----|--------------------|--------------|-------|-----------------|
| Net Deader Cost | 2003       | 2002    | ົ້ວ | thange. |   | 2003      |             | 2002      | • | Shange |    | 2003               |              | 2002  | Change          |
| \$3 and over    | 101.374    | 185,081 |     | 5.2%    | • | 1,012,403 | 49          | 1.911.429 |   | 47.0%  | 49 | ър.<br><b>2</b> 2. | **           | 10,33 | 860<br>10<br>10 |
| Under \$8       | 50.647     | 62.946  |     | 19.5%   |   | 260,370   |             | 452.474   |   | 42.5%  |    | 5.14               |              | 7.19  | . 28.5%         |
| TOTAL           | 152.021    | 248.027 |     | 8.7%    | • | 1,272,773 | w           | 2,363,903 |   | 46.2%  | w  | 8.37               | S            | 9.53  | - 12.2%         |

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pormentations successively and comments and control to be and

### Junior Blades (with and without reinforced hosels)

|                                    | Unit Sales                          | . sa                                |                         |               | Dolla                                 | Dollar Sales | •                                 |                |                         |       | Avera      | Average Cost | ta                          |    |                        |
|------------------------------------|-------------------------------------|-------------------------------------|-------------------------|---------------|---------------------------------------|--------------|-----------------------------------|----------------|-------------------------|-------|------------|--------------|-----------------------------|----|------------------------|
| Net Deider Cost                    | 2002                                | 2002                                | Change                  |               | 2003                                  |              | 2002                              | Change         | g                       |       | 2003       | **           | 2002                        | ວົ | Change                 |
| \$7 and over<br>Under \$7<br>TOTAL | 106,336<br>13,262<br><b>119,597</b> | 183,860<br>20,855<br><b>204,715</b> | 42.2%<br>36.4%<br>41.6% | w) <b>v</b> 1 | 949,478<br>65,631<br><b>1,015,109</b> | 97 <b>47</b> | 1,714 965<br>112,124<br>1,827,089 | 44.6%<br>44.4% | € 6 <u>7</u> 8 <u>7</u> | ••••• | \$ 8.49 \$ | <b>↔ ∽</b>   | 9.33<br>5.38<br><b>8.93</b> |    | 4 3%<br>10.0%<br>10.0% |

#### **PVC Blades**

|              | Change          | ď.Ž            |
|--------------|-----------------|----------------|
| Average Cost | 2002            | NVA S NVA      |
| 4004         | 2003            | AWA &          |
|              | Change          | No change      |
| *            | 2002            | N              |
| Doller Sales |                 | <del>\$?</del> |
|              | 2003            | Ę              |
|              |                 | 49             |
|              | Change          | No change      |
| Init Sabs    | 2002            | Ę              |
| 1011         | 2003            | NIL            |
|              | Net Darder Cost | All prices     |

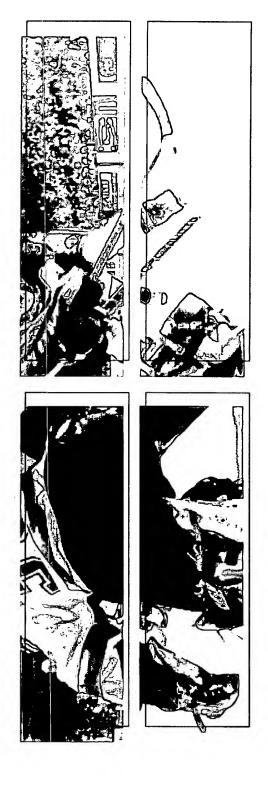
#### **Total All Replacement Blades**

|              | Change | 13.27 + 15.7%   |
|--------------|--------|-----------------|
| o            | 2002   | 13.27           |
| Awerage Cost |        | κý              |
| Aver         | 2003   | 15.36 \$        |
|              |        | •               |
|              | Change | - 4.2%          |
|              |        |                 |
| 202          | 2002   | 12,373,893      |
| Dollar Sales |        | <b>↔</b>        |
|              | 2003   | 11,848,022      |
| •            |        | •               |
|              | Charge | 932.653 - 17.3% |
|              |        | •               |
| u            | 2002   | 932.663         |
| Unit Sales   | 2000   | 771,157         |
|              |        | TOTAL           |
|              |        | •               |

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### Goalle Stick Sales

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| The U.S. Hockey Stick & Replacement Blade Market - 2003 Sales

# Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

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#### Foam Core Goalie Sticks

| Nei Dealer Cost | Salas<br>(Unita) | Our Sales<br>(in Units)  | Our Market Share<br>(in Unita)              | Sales<br>(Dollars) | Our Sales<br>(in Dollars) | Our Market Share<br>(in Dettars) | Industry-Wich<br>Average Cost | Our Avamge<br>Cost   |
|-----------------|------------------|--|---|--------------------|---------------------------|----------------------------------|-------------------------------|--|
| \$35 and ever   | 978,76           |  |   | \$ 1,401,051       |                           |                                  | \$ 3.9 5.7                    |  |
| Under \$35      | 62,034           |  |   | 1,350,511          |                           |                                  | 15 55                         |  |
| TOTAL           | 90,813           | ,  |   | \$ 2,811,562       |                           |                                  | \$ 30.96                      | or the second se |
|                 |                  |  | All Other Senior Goalie Sticks              | enior Goal         | ie Sticks                 |                                  |                               |  |
| Not Dealer Cost | Sales<br>(Units) | Our Sales<br>(In Unita)  | Our Market Share<br>(in Unita)              | Safes<br>(Dollare) | Our Sales<br>(in Dallars) | Our Market Share<br>(In Doffare) | Industry-Wide<br>Average Cost | Our Average<br>Cost  |
| \$25 and over   | 18.078           |  | ***************************************     | \$ 594,055         |                           |                                  | S 22 86                       |  |
| \$20 to \$24 99 | 5.898            | And the state of t |   | 139.610            |                           |                                  | 29.62                         |  |
| Under \$20      | 2,550            | TO THE RESERVE THE PROPERTY OF | And the second of the second control of the | 42.360             |                           |                                  | 16 61                         |  |
| TOTAL           | 26,526           |  |   | \$ 776,025         |                           |                                  | \$ 29.26                      |  |

#### All Other Intermediate Goalie Sticks

| Industry-Wide Our Average<br>Average Cost Cost |  |            | AANA ARTA AA, AANSA ARTI IN TRAUNSEEL   |
|--|--|------------|---|
| Industry-Wedo<br>Average Cost                  | S 29.96  | 19.27      | \$ 29.69  |
| Our Market Share<br>(In Dollars)               |  |            | Hitter Control of the Control of the  |
| Our Bales<br>(in Dollers)                      |  |            | THE WAS DESCRIBED TO SECURE OF THE PARTY OF |
| Sates<br>(Dollers)                             | \$ 117,762   | 1 646      | \$ 119,720  |
| 970  | 1  | 1          |   |
| Our Markot Stiare<br>(in Unite)                | A STATE OF THE PERSON NAMED IN COLUMN NAMED IN COLUMN NAMED IN COLUMN NAMED IN COLUMN NAMED IN COLUMN NAMED IN   |            |   |
| Our Saka Our Market 94<br>(in Unite)           | The state of the s |            | ***************************************   |
|  | 3.670  | <b>W</b> 1 |   |

TAI NOW THE U.S. Hockey Stick & Replacement Blade Market - 2003 Sales

(TICH POWER OF INFORMATION

# Goalie Sticks... continued Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

#### All Other Junior Goalie Sticks

| Not Dealer Cost | Seles<br>(Units) | Our Sales | Our Market Share<br>(In Units) | =  | Seles<br>(Dollars) | Our Sales<br>(in Dallars) | Our Market Share<br>(in Dollars) | Industry-Wide Cur Average<br>Average Cost Cost | Our Average<br>Cost  |
|-----------------|------------------|-----------|--------------------------------|----|--------------------|---------------------------|----------------------------------|--|--|
| 516 and over    | 9.523            |           |                                | ø  | 202,383            |                           |                                  | \$ 21.25                                       |  |
| \$14 to \$15 99 | 1,430            |           |                                |    | 21,750             |                           |                                  | 15.22  |  |
| Under \$14      | 1,133            | ,         |                                |    | 14,170             |                           |                                  | 12.51  |  |
| TOTAL           | 12,088           |           |                                | 67 | 238,311            |                           |                                  | \$ 19.72                                       | And the second s |

#### **Total All Goalie Sticks**

| Our Sales Our Market Share Industry-Wide Our Average (in Dollars) (in Dolbars) Average Cost Cost | \$ 29.56     |
|--|--------------|
| Sales<br>(Dollars)   | \$ 3,945,626 |
| Our Market Share<br>(In Unita)   |              |
| Our Sales<br>(th Units)  |              |
| Seles<br>(Units)   | 133,457      |
|  | TOTAL        |

ng NNOOP The U.S. Hockey Stick & Replacement Blade Market - 2003 Sales

BARTHURST BROWN SCHOOLSENSTONE

#### Foam Core Goalie Sticks

|  | Unit Sales         | ıfos              |                    | Dollar Sains                     | soles     |        | ₹       | Average Cost      | ont   |        |
|--|--------------------|-------------------|--------------------|----------------------------------|-----------|--------|---------|-------------------|-------|--------|
| Net Deader Cost  | 2002               | 2002              | Change             | 2003                             | 2002      | Change | 2003    | _                 | 2002  | Change |
| All prittes (*)  | 90,813             | 78,944 1 15.0%    | 15.0%              | \$ 2,811,542 \$ 2,586,473 1 9,5% | 2,566,473 | 1 9,5% | 96<br>3 | \$ 30.96 \$ 32.51 | 32.51 | 4 B%   |
| (1) Phije thes were consolidated (from the original questionnaire) in 2002 to protect high-idual-company data, | alidated (from the | oriental cuestion | visite? in 2002 to | profect highlighal-compa         | my data.  |        |         |                   |       |        |

#### All Other Senior Goalie Sticks

|                 | Unit Salae | 8 éyt  |         |    | Dolla   | Dollar Sales | œ.        |         |      | •    | Average Cost | Coat  |   |             |
|-----------------|------------|--------|---------|----|---------|--------------|-----------|---------|------|------|--------------|-------|---|-------------|
| Not Dasfor Cost | 2002       | 2002   | Change  |    | 2003    |              | 2002      | Change  |      | 2003 |              | 2002  | • | Change      |
| \$25 and over   | 19.078     | 21,667 | . 16,1% | ų, | 594,055 | i.e.         | 759,884   | . 21.8% | J.C. | 23   | 96           | 35.25 |   | 28 49<br>29 |
| \$20 to \$24 99 | 808.9      | 9.642  | . 40,1% |    | 139,610 |              | 231,938   | 30.8%   |      | ĸ    | 67           | 23.57 | + | 25 Q        |
| Unstan \$20     | 2,550      | 4.940  | 47,3%   |    | 42,360  |              | 80,593    | 47,4%   |      | 5    | 1661         | 16.65 |   | Ž,          |
| TOTAL           | 26,526     | 36,239 | . 26,8% | •  | 776,025 | 47           | 1,072,415 | 27.6%   | •    | 29.  | 3e \$        | 29.55 | ٠ | 1.1%        |

#### All Other Intermediate Goalie Sticks

|  | Unit Setes           | &:                |                     |           | Dollar Sales               | Sales         |        |          |     | Average Cost | ည်း | <b>16</b> |                        |
|--|----------------------|-------------------|---------------------|-----------|----------------------------|---------------|--------|----------|-----|--------------|-----|-----------|------------------------|
| Net Daeser Cost  | 2002                 | 2002              | Changa              |           | 5003                       |               | 2002   | Change   |     | 2003         |     | 2002      | Change                 |
| All prices (*)   | 4,032                | 1.935             | 1,935 + 108,4%      | 45        | 119,728 \$ 39,615 + 202,2% | <del>20</del> | 30,615 | + 202.2% | es. | 29 63        | w,  | 20.47     | 29 69 \$ 20 47 - 45 0% |
| т. Реса меж мака солсанител (пол та сопров преметольные) получения межение получение сопроводительные получени | ם שלו וייביול נהוענט | engunat quaestica | onation) in 2002 to | profest # | iluxe-jentxagx             | אייוע איניגר  | ala.   |          |     |              |     |           |                        |

KI NIVITE The U.S. Hockey Stick & Replacement Blade Market - 2003 Sales BARATAN Tee 1.866.527.7740 • Fax 705.445.8650 • www.rennles.net

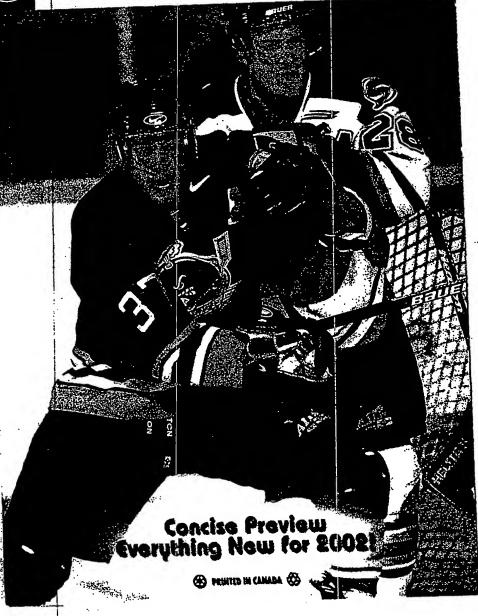
#### All Other Junior Goalie Sticks

|   | Unit Sales             | iles            |                     |            | Dell          | Dollar Salas | 50                 |   |        |   | Aver                   | Average Cost | ost   |        |        |
|---|------------------------|-----------------|---------------------|------------|---------------|--------------|--------------------|---|--------|---|------------------------|--------------|-------|--------|--------|
| Net Deader Cost   | 2002                   | 2002            | Change              |            | 2003          |              | 2002               | 5 | Change |   | 2003                   |              | 2002  | ٥      | Change |
| \$16 and over   | 9,523                  | 13,737          | 30.7%               | •          | 262 383       | 97           | 262.383 \$ 252,446 |   | 19.8%  | • | 21.25                  | w)           | 18.38 | . 156% | 5.8%   |
| Urskir \$16 (*)   | 2,563                  | 4,729           | - 45.8%             |            | 35 928        |              | 35 928 67,359      |   | 46.7%  |   | 14.02 14.24            |              | 14.24 |        | 1.5%   |
| TOTAL   | 12,086                 | 18,496          | . 34.5%             | <b>∽</b>   | 230,311       | 47           | 319,805            | • | 25.5%  | Ś | 19.72 \$ 17.32 + 13.9% | •            | 17.32 | +      | 3.9%   |
| (1) Phise lines were consolidated (from the original questionnaire) in 2002 to prefect individual company data. | ولائمتالوط ولامسا لابو | cripinal questi | previouse in 2002 K | profect is | rahiyanıl-cer | กเฉลาห       | data.              |   |        |   |                        |              |       |        |        |

#### **Total All Goalie Sticks**

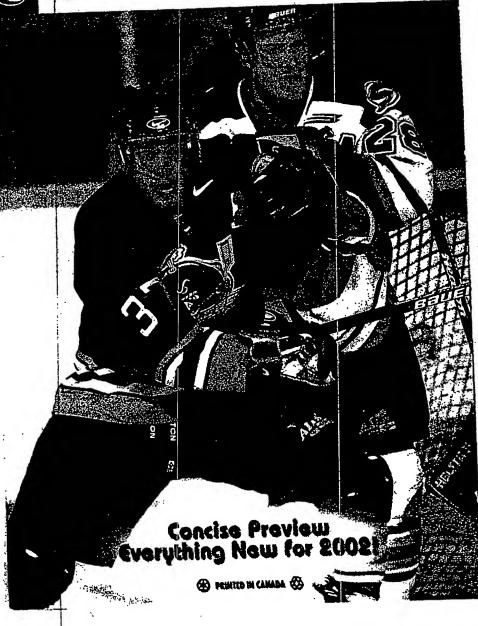
|              | Change    | <b>→</b> 0.2% |
|--------------|-----------|---------------|
|              |           | *             |
| oat          | 2002      | 29.49         |
| 3 C          |           | •             |
| Average Cost | 2003 2005 | 29.56         |
|              |           | •             |
|              | Сћапде    | 1.3%          |
|              | 5         |               |
| Dollar Salas |           |               |
|              | 2002      | 3,998,300     |
|              |           | 97            |
|              | 2003      | 3,945,626     |
|              |           | 44            |
|              |           |               |
|              | Change    | 1.6%          |
|              |           |               |
| 8            | 2002      | 135,584       |
| Unit Safea   | 2002      | 133,457       |
|              |           |               |
|              |           | TOTAL         |

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EASTON HYBRID STICKS AREL

Easton adds new sticks and composite replacement blades

Easton has added new sticks to both its Z-Bubble and Hybrid lines along with new composite blades. Highlighting the new two-piece Z-Bubble program is the Z-Bubble Grip reputing Easton's postprocess application "that offers a different shall betwee for the stayer who prefers a more tackfilled feet and surface," said Easton. "The Z-Bubble Grip also boasts a new Metal Matrix wrop that provides weight reduction while maintaining strength characteristics of the Generation 1 Z-Bubble." The Z-Bubble will be available in three sentor flexes (110, 100 and 85). A new intermediate model has also been odded to the Z.Bubble line with reduced shaft geometry in a 75 flex.

Easton's Hybrid line, which combines graphite-constructed blades with the feel of a wood shaff, has expanded with three new sticks - each available in two patterns (Yzerman and Modano). First, is the Z-Carbon 70 featuring intermediate shaft geometry. Next, is the new elite-level junior Z-Carbon 65 stick made with a carbon-teinforced try. glass laminate construction. Rounding out the new Hybrid sticks offerings is the Z-Carbon 50 model, a junior model similar to the Z-Carbon 65 but without the reinforce. "As such, it flexes samewhat softer and addresses the needs of a larger segment of the junior category," said Easton.

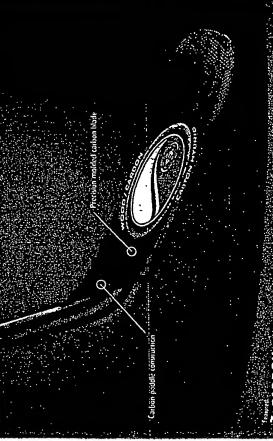
in the replacement blade category. The blade weighs a mere 135 grams and offers all the stiffness and feel of its senior counterpart." Mare Information: Easton Sports, 7855 Haskell Ave., Suite 200, Van Nuys, CA 91406-1902. 818/781-1587. Fax 818/782-6012. Genedian retailers contacts Easton Sports Canada, 2000 Place Transcanadienne, Dorval, Qc H9P 2X5. 514/685-0550. Fax: 514/685-9797. There is a new look to all composite replacement blades at Easton for 2002. "The most exciting addition to the line if the Junior Z-Carbon model," Easton said. "This product represents the highest level of technology and performance available to junior players

### Easton expands Synergy into stand-alone category for 2002

Easton has expanded the Synergy line from 10 SKU's in 2001 to 64 SKU's for 2002 with new sticks, flaxes and patterns. "We feel this expansion of the Synergy technology to full category status afters a product for all elite-level athletes, regardless of age, size, strength or pattern preference," said Easton. The new senior Grip Synergy slick in the senior line features a textured surface on the shaft for improved grip and will be available in two flexes (100 and 110) and six patterns (Yzerman, Sakic, Modano, with a softer 85 flex, offering yet another option to the Synergy line. It is available in Shanahan, Lindstrom and Drury). Easton has also added a new senior Synergy stick, 1.7. 1.18 the same patterns as the Grip Synergy.

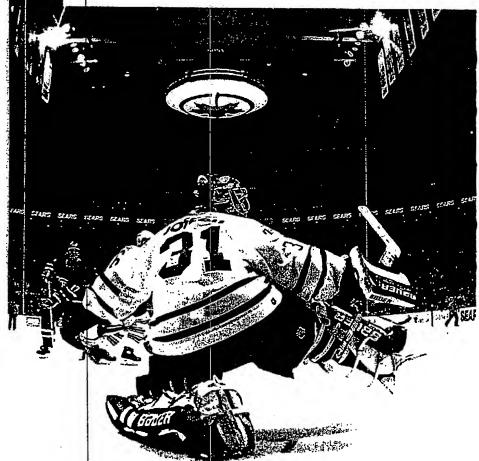
The Intermediate Synergy utilizes reduced shaft geometry but with a senior size blade. It has a 75 flex and its available in two patterns (Drury and Modano). The junior Synergy is offered in a 50 flex with Yzerman and Modano patterns. More information: Easton Easton Synergy sticks will also be offered in intermediate and juntar models for 2002. Sports, 7855 Haskell Ava., Suite 200, Van Nuys, CA 91406-1902. 818/781-1587. Fax: 818/782-6012. Camadian rateilers contacts Easton Sports Canado, 2000 Place Transcanadienne, Davral, Gc H9P 2X5. 514/685-0550. Fax: 514/685-9797

Precision compression malded emban birde produces the some shape and cure blade after blade after stade STRONGER STICKMETERST





#### HOCKEY



The hot trends & innovative new hockey gear for 2001/2002

**Petailed Preview Inside** 





STICKS

Christopher Diamondlite shaft, expand SB series christopher and some Diamondlite Keylar/carbon composite hockey shaft a partnership with leading golf shaft manufacturer frue shaft in partnership with leading golf shaft manufacturer frue shaft in the gold medal-winning hockey players from Christian Workey players from Christian Brothers said. This shaft, which will have disspected in the shaft said. This shaft, which will have disspect the shaft will be shaftly the plannoldlife also feet in the shaft said christian Brothers. With the feel of wood, extending the plannoldlife will be evailable in four different if the matched to the right handle for increased shot speed fleet be matched to the right handle will also be introduced and be conger, smaller players and women. This intermediate handle.

Creeks add two new sticks to its all-wood SB series, created for the developed players. With these additions, the SB series by the developed players. With these additions, the SB series by the developed players. With these additions, the SB series of many predictions in selecting a backey stick – flex and lie, the crowsiderations in selecting a backey stick – flex and lie, the frash of requests from more advanced players to have SB fin, said Christian Brothers. To help match the player to the fin, said Christian Brothers. To help match the player to the fish which of the different size, length and flex handles in the figs which of the different size, length and flex handles in the secoptimum results any individual player. Its numbers, which ranges all also be indicated on all sticks in the SB series. More information of the different size, length and flex for the fire., P.O. Box C, Warroad, MN 56763. 218/386-1111.

Eas a stick category with its unique new hybrid line East—the new category of hybrid sticks with the introduction of its East—the new category of hybrid sticks. "With the Hybrid, we tused a new thick composite blade together, making the first stick of its woo—the together, making the first stick of its kind==-thybrid stick takes carbon paddle construction and the best kind==-thybrid stick takes carbon paddle construction and the best ship—those an exceptionally light, thin, stiff, well-balanced, precision—the feel, better performance and better results."

sion—first tear, can aspen wood shaft from Finland, with a three the startes an aspen wood shaft from Finland, with a three piece. Karbon Hybrid 110 shaft will also have eight strips of carbon for dilip. The entire ZCarbon line will feature a unique carbon force. The first strips of carbon force dilip. The entire ZCarbon line will feature a unique carbon force. Black the entire ZCarbon line will feature a unique carbon force. Black the blade true to the target line, said Easton. Which is sock increases the degree of contact between the blade has an analysis of the bottom of the shaft to give these sticks.

The fraction and the 2 chain Highed Side Carter residenced flames made and that the MEADY?

By the fraction and the 2 chain Highed Side Carter residenced flames made want fact that Early?

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S. Charles

### I O C K E Y STICKS

Easton has also created a new category of Hybrid replacement blades featuring Fusion technology. The Hybrid blades play and feel just like their wood counterparts, but the consistency and weight are unmatched by any blads, said Easton. More information: Easton Sports, 7855 Haskell Ave., Suite 200, Van Nuys, CA 91406-1902. 818/781-1587. FAX: 818/782-6012. Canadian retailers contacts Easton Sports/Canada, 2000 Place Transcanadienne, Dorval, Qc Hyp 2X5. 514/685-0550. FAX: 514/685-9797.

#### Exel infroduces Finnish replacement blade technology

Exel introduces ruinist representations of high-performance, Finnish-mode replacement Exel will introduce a complete line of high-performance, Finnish-mode replacement blodes in carbon and fiberglass wood combinations (by complement its new Carbon blodes in carbon and fiberglass wood shades, the Protam and Protam ABS in senior shaft line for 2001). Exel will offer two blades, the Protam and Protam ABS in senior and junior models. The Protam blodes feature a unique Finnish seven-layer wood and fiberglass laminate construction with a complete fiberglass wrap, birch ply tenon and fiberglass laminate constructly down the hosel. The shades feature two layers of fiberglass fabric between the birch wood veneers, "These blades feature two layers of fiberglass fabric between the birch wood veneers, on each side of the blade. This attention to detail provides a blade with increased stiff on each side of the blade. This attention to detail provides a blade with increased stiff on each side of the blade. This attention to detail provides a blade with increased stiff the exclusive North American distributor of Exel hockey products. The senior Protam is the exclusive North American distributor of Exel hockey products. The senior Protam is available in six patterns and the junior Protam, with similar fiberglass and wood laminate construction, will be available in two patterns.

The ProLom ABS senior blade has the same 4Carbon construction but features a top to bottom ABS insert for increased durability and wear. It is available in four blade patterns. The junior ProLam ABS is constructed using two maple veneers with two fibertens. The junior ProLam ABS is constructed using two maple veneers with two fiberblass laminates on each side of the blade for increased stiffness and is available in one pattern. More information: Vision Performance Group Inc., 2380 Cranberry Highway, was Wareham, MA 02576. 508/291-2770. FAX: 508/291-2772. E-mail: info@vispg.com

### Exel unveils two new lines of carbon shafts for North America

Exal unveits two new carbon shaft lines to the North American market, distributed Exel is introducing two new carbon shaft lines to the North American market, distributed exclusively by Vision Performance Group, featuring Triaxial Braided Technology and exclusively by Vision Performance Group, featuring to senior and junior carbon hock. Co-Wound Technology. Exel will have "a full range of senior and junior carbon hockey shafts to meet player performance requirements at all levels," said Bob Hunnewell, president of Vision Performance Group.

The Matrix 5001 and 6001 senior shafts are both manufactured using a Triaxial The Matrix 5001 and 6001 senior shafts are both manufactured using a Triaxial Braided Technology (IBI) construction. This technology "produces a shaft with exceptional stiffness and outstanding reflex response at the desired stiffness rating from the forest player," said Bob Hunnewell. "And the new Exel manufacturing process for each player," said Bob Hunnewell. "And the new Exel manufacturing process increases durability substantially over existing shafts." The Matrix 5001 is designed for increases player and features on exclusive +/- 45 degree outer braid (for high torsion the finesse player and features on exclusive +/- 45 degree outer braid (for high torsion stiffness), reduced radius shaft design and a new Exel grip designed for playability, feel stiffness), reduced radius shaft design and a new Exel grip designed for playability, feel stiffness, and only the same features as the 5001, but includes an ABS slash strip to incorporates many of the same features as the 5001, but includes an ABS slash strip to incare as durability and is available in 100-stiff, 110.Xstiff and 120.Xxstiff.

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COMMISSIONER FOR PATENTS UNITED STATES PATENT AND TRADEMARK OFFICE P.O. BOX 1450 ALEXANDRIA, VA 22313-1450 www.uspto.gov

#### MEMORANDUM

DATE:

May 3, 2007

TO:

Technology Center Directors

FROM:

Margaret a. Fream Margaret A. Focarino Deputy Commissioner

for Patent Operations

SUBJECT:

Supreme Court decision on KSR Int'l. Co., v. Teleflex, Inc.

The Supreme Court has issued its opinion in KSR, regarding the issue of obviousness under 35 U.S.C. § 103(a) when the claim recites a combination of elements of the prior art. KSR Int'l Co. v. Teleflex, Inc., No 04-1350 (U.S. Apr. 30, 2007). A copy of the decision is available at http://www.supremecourtus.gov/opinions/06pdf/04-1350.pdf. The Office is studying the opinion and will issue guidance to the patent examining corps in view of the KSR decision in the near future. Until the guidance is issued, the following points should be noted:

(1) The Court reaffirmed the Graham factors in the determination of obviousness under 35 U.S.C. § 103(a). The four factual inquiries under Graham are:

(a) determining the scope and contents of the prior art;

(b) ascertaining the differences between the prior art and the claims in issue;

(c) resolving the level of ordinary skill in the pertinent art; and

(d) evaluating evidence of secondary consideration.

Graham v. John Deere, 383 U.S. 1, 17-18, 148 USPQ 459, 467 (1966).

- (2) The Court did not totally reject the use of "teaching, suggestion, or motivation" as a factor in the obviousness analysis. Rather, the Court recognized that a showing of "teaching, suggestion, or motivation" to combine the prior art to meet the claimed subject matter could provide a helpful insight in determining whether the claimed subject matter is obvious under 35 U.S.C. § 103(a).
- (3) The Court rejected a rigid application of the "teaching, suggestion, or motivation" (TSM) test, which required a showing of some teaching, suggestion, or motivation in the prior art that would lead one of ordinary skill in the art to combine the prior art elements in the manner claimed in the application or patent before holding the claimed subject matter to be obvious.

COMMISSIONER FOR PATENTS
UNITED STATES PATENT AND TRADEMARK OFFICE
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ALEXANDRIA, VA 22313-1450

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Graham v. John Deere, 383 U.S. 1, 17-18, 148 USPQ 459, 467 (1966).

- (2) The Court did not totally reject the use of "teaching, suggestion, or motivation" as a factor in the obviousness analysis. Rather, the Court recognized that a showing of "teaching, suggestion, or motivation" to combine the prior art to meet the claimed subject matter could provide a helpful insight in determining whether the claimed subject matter is obvious under 35 U.S.C. § 103(a).
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Patent

Attorney Docket No.: 949797-100029-US

#### X. RELATED PROCEEDINGS APPENDIX

The Appeal Brief with exhibits of Application Serial No. 10/439,652, filed June 13, 2007, is attached hereto.